



Contact Dataguise:

Joe Austin

Ventana PR

(818) 332-6166

joe.austin@ventanapr.com

**DATAGUISE SHOWCASES INDUSTRY LEADING IT SECURITY
SOLUTIONS AT GARTNER SYMPOSIUM/ITXPO 2010**

Company to Demonstrate Advanced Data Discovery and Masking Technologies

Fremont, CA, October 18, 2010 – Dataguise™ (<http://www.dataguise.com>), a leading innovator of security solutions for protecting sensitive data across the enterprise, today announced that it is showcasing the company's innovative data masking and sensitive data discovery solutions during the Gartner Symposium/ITxpo 2010. The 20th annual [Gartner](#) Symposium/ITxpo takes place this week at the Swan and Dolphin Hotel in Orlando, FL.

At the Symposium, Dataguise will demonstrate technologies proven to defend against the exposure of Personally Identifiable Information (PII) such as Social Security Numbers (SSNs), credit card numbers and account numbers. Theft of such information can disrupt workflow, reduce productivity and directly affect revenue, goodwill, regulatory compliance, profitability and company health. Dataguise sensitive data discovery and masking solutions remove the opportunity for data theft without impacting operations.

Dataguise offers automated database security solutions to help ensure regulatory compliance and protect against data theft. DgDiscover™ supports enterprises in the identification and location of sensitive data within an organization. The product's "Find IT" capability identifies Oracle, SQL Server, MySQL, DB2, and other database instances running in the network. Then, its "Search IT" capability discovers sensitive data within structured and unstructured repositories allowing users to generate an easy to interpret graphical summary of search results for management and audit reporting requirements. DgMasker™ delivers a highly automated advanced data privacy

and masking solution that lets organizations secure private and sensitive data in non-production environments.

At the event, Dataguise booth visitors will learn about the risks presented by sensitive data throughout the enterprise and how DgMasker and DgDiscover mitigate these concerns:

Who: Dataguise

What: Exhibiting at the Gartner Symposium/ITxpo

When: Tuesday, Oct. 19 12:00 PM - 3:00 PM, 5:45 PM - 7:30 PM Wednesday, Oct. 20
12:00 PM - 3:00 PM, 5:45 PM - 7:30 PM Thursday, Oct. 21 11:45 AM - 1:45 PM

Where: Walt Disney World Dolphin, 1500 Epcot Resorts Boulevard, Orlando, FL 32830,
booth #608

Tweet This: Dataguise Showcases Advanced IT Security Solutions at Gartner Symposium/ITxpo in Orlando, Florida

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About Dataguise

Dataguise helps organizations safely leverage their enterprise data with a comprehensive risk-based data protection solution. By automatically locating sensitive data, transparently protecting it with high performance Masking on-Demand™, and providing actionable intelligence to managers, Dataguise improves data risk management, operational efficiencies and regulatory compliance costs. For more information, call 510-824-1036 or visit www.dataguise.com

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