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**dataguise HOSTS WEBCAST FEATURING LEADING INDUSTRY ANALYST FIRM
PROVIDING INSIGHT ON TECHNIQUES TO EFFECTIVELY DISCOVER AND MASK
SENSITIVE DATA**

*During the Webcast, Industry Experts Will Address Issues Affecting Enterprise Organizations
Looking To Mitigate the Risk of Data Exposure or Meet Regulatory Requirements*

Fremont, Calif., March 1, 2010 – dataguise™ (<http://www.dataguise.com>), a leading innovator of security solutions for protecting sensitive data across the enterprise, today announced upcoming availability of a Webcast featuring Gartner. The Webcast features industry experts Dr. Joseph Feiman, Research Vice President and Gartner Fellow and Michael Mesaros, Director of Product Management at **dataguise**, who leverage their insight to educate organizations on implementing an effective strategy to protect sensitive data in non-production environments and meet a multitude of compliance requirements, including PCI-DSS, PII, HIPAA, GLBA and SOX.

Typically, organizations are not aware of where their sensitive data resides, resulting in an inability to mitigate the risk of unintended exposure of that data. In order to protect and secure data and decrease the risk of a serious breach, organizations must first determine where sensitive information resides throughout the enterprise then mask or de-identify information targeted for use outside of the production network. Viewers of the Webcast also learn what key criteria organizations must look for in a masking solution as well as best practices for its use.

“Sensitive data stored in non-production databases is at risk not only from outsiders but also from insiders: programmers, testers and database administrators within the organization,” said Dr. Joseph Feiman, Research Vice President and Gartner Fellow. “By implementing data masking technology as part of their overall security strategy, enterprises will significantly decrease the likelihood of a breach in non-production environments and remain compliant with strict data privacy and data security mandates.”

Traditional approaches, such as network security, access management and encryption are not sufficient to protect sensitive data-fields in non-production databases especially from an organization's own developers; however, next-generation data masking technology is an effective solution.

Additionally, in order to be compliant with security and privacy regulations, organizations are in need of enterprise-wide data protection solutions. The Webcast addresses these issues and provides an overview on data masking technology and the factors driving its adoption.

"The ability to first identify and then mask sensitive information across the enterprise enables them to avoid a serious data breach," said Allan Thompson, Executive Vice President, Operations for **dataguise**. "The **dataguise dgdiscover** and **dgmasker** solutions mitigate the risk of unauthorized use of information and provide a critical layer of asset protection. With **dgmasker** and **dgdiscover** in place as part of an overall security strategy, organizations can be assured that their sensitive data is secure and their risk profile is significantly lowered -- all within a few days."

Availability

Sign-up now with dataguise to be notified when the Webcast is available for immediate online viewing in the Gartner IT briefing center: <http://www.dataguise.com/news/events.php?id=news>

Tweet this: dataguise Hosts Webcast, Featuring Gartner Research, Highlighting Effective Data Discovery and Masking Strategies

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About dataguise

dataguise offers automated and advanced data security solutions to help ensure regulatory compliance, protect against data theft, discover sensitive data and maintain data quality. **dgdiscover** enables organizations **to find** structured database repositories across the network, **search** and discover sensitive data in structured databases. **dgmasker** is then able to **mask** or de-identify to protect sensitive data. **dgmasker** provides secure masking of database content with unprecedented flexibility and functionality across heterogeneous environments. For more information, call 510-824-1036 or visit www.dataguise.com

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