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**DATAGUISE SELECTED AS 2010
EMERGING TECHNOLOGY VENDOR BY CRN MAGAZINE**

Fremont, CA, June 29, 2010 – dataguise™ (<http://www.dataguise.com>), a leading innovator of security solutions for protecting sensitive data across the enterprise, today announced that it has been selected as a [2010 Emerging Technology Vendor](#) by CRN Magazine. **dataguise** is one of a select group of security companies to make the list, and is cited by CRN as a vendor that is creating security solutions that empower solution providers with high value product offerings.

The exposure of Social Security Numbers (SSNs), credit card numbers and other Personally Identifiable Information (PII) can increase an organization's risk of identity theft and directly affects revenue, goodwill, regulatory compliance, profitability and eventually health and performance of a company in the marketplace. Highlighting the extent of the issue, the Privacy Rights Clearinghouse's *Chronology of Data Breaches* has documented over 356 million records that have been compromised due to security breaches since January 2005. **dataguise** sensitive data discovery and masking solutions remove the opportunity for data theft without disrupting workflow to mitigate risk without impacting productivity.

According to CRN, solution providers report that they are driving a higher percentage of sales and profits from emerging vendors, such as dataguise, and their technology

advancements while the economy continues to recover. Emerging vendors are credited with delivering innovative solutions for customers more cost effectively than established vendors, which in turn drives higher profits for solution providers.

“This honor from CRN is great recognition for **dataguise** and affirms our value for partners in helping their enterprise customers understand where sensitive data resides and how to protect it,” said Allan Thompson, EVP of Operations at **dataguise**. “We are extending our success in the industry through partnerships with security and compliance focused solution providers whose expertise aligns well with our strategic direction.”

“Solution providers are always looking for new and innovative technologies to solve business problems for their customers. As this industry has shown, today's emerging vendor can be tomorrow's Cisco, Google or Facebook and getting ahead of technology can help a VAR grow their business and differentiate their offerings,” said Kelley Damore, VP, Editorial Director, Everything Channel.

Eligibility for the CRN Emerging Technology Vendor list is limited to companies that were founded in 2004 or later, have revenue under \$1 billion and have an active U.S. channel strategy. Final selection to the Emerging Technology Vendor list was made by the CRN editorial team.

About dataguise Products

dgdiscover helps enterprises identify and locate sensitive data within their organizations. **dgdiscover'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.

Tweet This: **dataguise** Selected as *2010 Emerging Technology Vendor* by CRN Magazine

Resources:

- [dgdiscover: Understanding Where Sensitive Data Resides](#)
- [dgmasker: Organizations Meet Compliance Requirements with Data Masking](#)

About dataguisse

dataguisse offers automated and advanced database security solutions to help ensure regulatory compliance and protect against data theft. **dataguisse dgdiscover** focuses on sensitive data discovery and classification across the enterprise and the company's **dgmasker** solution provides secure masking of database content with unprecedented flexibility and functionality across heterogeneous environments. For more information, call 510-824-1036 or visit www.dataguisse.com

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