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**IPLOCKS LAUNCHES INFORMATION RISK MANAGEMENT  
VISION FOR ENTERPRISES**

*IPLOCKS Protects Business Continuity, Improves Confidence and Eases the Pain of  
Corporate Governance*

**([DEMO@15](#)) SCOTTSDALE, AZ. – February 14, 2005** – IPLOCKS™, the leading provider of enterprise information risk management solutions, today launched its vision for the enterprise market. Companies require an information risk management solution that protects business continuity, preserves company brand equity and eases the pain of corporate governance.

Implementing an information risk management solution that secures critical information assets from negligent and malicious acts, while alerting management to business risk is essential for enterprises to compete in today's environment.

“The overwhelming evidence is that CEOs, board members and others are more sensitive now to the issues surrounding risk management than they were just two or three years ago,” said Dr. Nicolas Imparato, Professor at the University of San Francisco School of Business and Management, and Research Fellow at the Hoover Institution, Stanford University. “There is an assortment of factors at work: the missionary work by privacy

officers and advocacy groups, the scrutiny that comes in the aftermath of the Wall Street ethics fiascos, high profile breaches of information security and IP management protocols, queries from investor groups, and new data suggesting a link between database security and brand value, and, thus, market capitalization. It's too big to ignore."

There are five elements to the IPLocks vision for information risk management:

**Manage enterprise risk:** Enterprises should select a solution that minimizes risk with customized monitoring of data. Transparency in governance, compliance and incident resolution reporting through advanced learning of baseline activities and real-time alerting when variances occur is also important.

**Strengthen business continuity:** The solution should be a real-time resilient and reliable platform that minimizes the interruption to operations from security breaches, data corruption and false positive alerts. It should also provide confidentiality, integrity, availability, accountability, authenticity and reliability. Vulnerability assessment should happen in minutes with real-time alerts sent to security officers via any SMTP-based media including email, pagers, etc.

**Improve confidence:** Protecting the company's reputation by protecting its intellectual property is an important consideration when choosing a solution. Shareholders, customers and partners need to be assured that their information is private and secure, whether distributed nationwide or internationally.

**Ease the pain of corporate governance:** Achieving regulatory compliance, reducing costs and improving CIO confidence and visibility should be integral to the solution. Information risk management solutions can improve corporate governance by delivering a single version of the "truth" through information security and integrity, while substantially reducing the cost.

**Comprehensive information risk management solution:** A complete enterprise information security lifecycle solution that addresses all aspects of the database risk management process is a key element. This end-to-end non-invasive security solution must be quick to deploy and support hundreds of databases simultaneously for fast time to value from a central location.

“Today’s enterprises are at an inflection point in implementing information risk management,” said Akio Sakamoto, President, CEO and Co-founder at IPLocks. “In developing the IPLocks Information Risk Management Platform we began with the fundamental principles of protecting brand equity, improving corporate governance and maintaining business continuity.”

Securing the information that businesses rely on is paramount and enterprises are beginning to back promises with budget. Security budgets are expected to increase to 8-12 percent of total IT budgets, up from 3-4 percent in previous years, according to Meta Group.

The IPLocks Information Risk Management Platform reduces the time and resources needed to discover critical assets needing protection through automatic information asset discovery and alerting on vulnerability and suspicious changes. Through the advanced learning of baseline activities and real-time alerting when variances occur, IPLocks provides transparency in governance, compliance and incident resolution reporting to help minimize enterprise risk.

“Information risk management is not a new concept, but companies today can utilize technology, such as IPLocks’, to make the concept a reality and deliver real results,” said Christine Crandell, Vice President of Marketing at IPLocks. “IPLocks protects a customer’s brand by instilling confidence with their customers and partners that business critical information is private and secure, whether distributed nationwide or internationally. IPLocks also reduces the cost of governance with a single centralized information security platform.”

**About IPLocks**

IPLocks, Inc. protects business continuity, safeguards company brand reputation and eases the pain of corporate governance by securing critical information assets from negligent and malicious acts. The IPLocks Information Risk Management Platform alerts

management to information risks from security and business policy violations, attacks on data, compromised structural integrity and information theft, which other security solutions fail to detect. IPLocks secures business critical data for financial services, telecommunications, media services, healthcare, public utilities and other industries. Founded in 2002, San Jose, California-based IPLocks is a privately held global corporation with customers throughout North America, Asia Pacific, South America and Europe. For additional information, visit [www.iplocks.com](http://www.iplocks.com).

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