

The building blocks of secure communications



CXO speaks to Matt Pauker, Voltage Security co-founder, about why enterprises in today's world must be concerned with privacy and how privacy issues can be efficiently addressed across the enterprise.

CXO. Let's start by looking at the 'big picture'. What is enterprise privacy management?

MP. Enterprise privacy management defines a specific systems-level approach that companies can take to ensure privacy for confidential data across the enterprise. At Voltage, our focus has always been enabling confidential business communications – we provide a breakthrough encryption technology called IBE that can be used to secure all kinds of digital communications: e-mail, IM, data-at-rest, etc. Over the past few years we realized there is a need for a systems approach with the ability to set global policy and administration to ensure enterprise-wide protection of private and confidential data. We have coined the phrase 'enterprise privacy management' to refer to a platform architecture that enables the enterprise to control privacy across all of these communication 'channels' from a single policy and administration dashboard.

CXO. Why is enterprise privacy important for today's enterprise?

MP. Well, every day we see more and more examples of why the protection of private data

by the enterprise is important. The recent string of privacy breaches, with millions of identities lost or stolen, demonstrates the need to protect confidential data about employees, customers and partners. In the old days, each one of us had the responsibility to protect our own personal information and we called this personal privacy. Today, because of the internet and electronic communication, we are sharing this private data with various enterprises that also need to share it with others in order to streamline business process. E-mail is a brilliant way to share data cost-efficiently. And, we certainly want to be able to use e-mail to share things like financial account information, insurance claim data and medical patient data. But, it is the responsibility of these institutions to ensure the privacy of that data while it is being shared – this responsibility is mandated by many federal and state regulations, and is also a matter of good customer service. So, this fundamental shift in how data is shared, and what data is shared, is creating a need for enterprise privacy management.

CXO. What kinds of companies should be concerned with enterprise privacy?

MP. Virtually any company that is collecting and then sharing confidential information needs to protect that data, both within the organization and beyond. This can be confidential financial data relating to the operation of the business, or it can be private account data that one bank is sending to another, or a financial statement a bank is sending to a customer. For example, Sarbanes-Oxley requires all pub-

lic companies to tightly control the dissemination of financial data. This confidential information needs to be managed as it flows, via e-mail usually, between corporate executives, to board members, to lawyers and beyond.

CXO. What is the Voltage Security enterprise privacy management platform based on?

MP. The foundation is our Voltage IBE encryption technology. Voltage IBE is a public key cryptography system that uses common identities (such as an e-mail address or screen name) as public keys, eliminating the need for certificates, certificate revocation lists (CRL) and other costly infrastructure. What Voltage IBE gives you is a solution with two main benefits. First, and most importantly, the system is extremely easy to use. Users don't have to worry about enrolling for certificates or picking keys; sending a secure message is as easy as clicking a 'send secure' button. Second, IBE gives you an architecture that's much easier to deploy and much easier to manage. Administrators don't have to manage user credentials, keys or messages, resulting in a system that is far less expensive to operate than traditional infrastructures. ■

Matt Pauker co-founded Voltage Security in 2002. Voltage is dedicated to commercializing a breakthrough encryption technology called identity-based encryption (IBE) developed by Dr Dan Boneh, Head of the Applied Cryptography Group at Stanford University and Dr Matt Franklin from University of California, Davis. In July of 2003, Voltage launched its first product, Voltage SecureMail. Today, Voltage has more than 100 installed enterprise customers and is the recipient of numerous industry awards. For more information please visit www.voltage.com.



Remember when secure communication was easy?

Secure email communication shouldn't be complex. Secure messaging that's easy to use gets used. It's that simple. Ensuring privacy can be an automatic and seamless part of your day to day business operation – based on rules that you control. Voltage develops solutions to help your business do just that.

The Voltage Enterprise Privacy Management platform provides end-to-end security and automatic policy-based messaging for all your business communication needs. Whether it's credit card data, personal information, medical records or prescriptions, Voltage solutions can secure information flowing into and out of your organization.

Voltage Security offers automated policy-based encryption for companies required to comply with **DPA, HIPAA, GLBA, PIPEDA, BASEL II, SOX,** and related privacy-oriented regulations.

Based on an award winning breakthrough in security and usability called **Identity-Based Encryption (IBE)**, Voltage provides solutions for secure communication to leading financial services, healthcare, government and pharmaceutical companies.

It's cost effective, scalable, easy to implement, and more importantly, easy for customers and business partners to use.

Call 1-888-2-VOLTAGE to learn how your company can make secure communication easy



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