

# White Paper

September 2006



# Statement of Direction



## Table of contents

---

### What is happening in business today?

#### Trends in Security

- Changing Threatscape
- Increasing Regulatory Framework
- Requirement for new, Trusted, IT Delivery Services

#### Bee Ware Strategy

#### Bee Ware Direction & Vision

- Delivery Driven Access Control
- Compliance and IT Risk Management
- Web Enabled Delivery Services

#### Conclusion

#### About Bee Ware



## What is happening in business today?

---

The business environment has changed rapidly over the last two years. In a world in which connectivity accelerates the rate of change and creates new demands for business agility, there is a commensurate requirement for IT to deliver more value. As the dependence on IT continues to grow, so does the realisation of how much sensitive or critical information is held within IT environments. Today, organisations must allow access to these resources while protecting valuable assets and ensuring customers' privacy. However, failing to get the balance right is proving to be a costly business issue.

The ability to monitor, analyse and act on events will prove imperative for agile organisations that operate in a world where differentiation and competitive advantage are often transient and momentary. Likewise, in a world in which speed is critical to detecting and repelling threats, secure web enabled delivery will prove to be a key component for organisations looking for a secure platform off of which they can respond to the new market dynamics.

## Trends in Security

---

### Changing Threatscape

The rapid development of new web-enabled technologies, remote access and mobile communications has left users at all levels of the corporate structure demanding increased access to greater amounts of information from variable locations. This unprecedented level of accessibility is being leveraged to facilitate dynamic business models that support new channels to market and enable stakeholders (e.g., employees, customers, partners, shareholders, suppliers) to access internal corporate information and legacy applications.

With operating system and network security getting better the focus has moved to the higher, application layers as the target of choice for cyber crime requirements. These requirements have changed as well. The motivation has changed to wealth, rather than fame and glory – cyber criminals are looking for a more tangible reward than the satisfaction of disrupting the Internet with mass mailer malware.

### Increasing Regulatory Frameworks

Corporate governance has always been an important business issue. High profile cases have raised questions regarding the processes and accountability structures in place within an organisation. These concerns, combined with privacy, HR and legal issues, have led to a whole raft of regulatory frameworks.

In Europe, the EU directives on data protection are forcing organisations to reassess their management of information. Across the globe security and compliance projects such as Basel II and Sarbanes-Oxley are focusing the attention of IT and finance departments on operational risk. And going forward across all vertical industries the



## A New Security Approach

When these trends are looked at in detail it is clear that the market is looking for help with the growing security and, by definition, trust challenges. Traditional security solutions using the basic 'black or white' model are no longer suitable and too constrictive for dynamic, business application driven enterprises.

Organisations are looking for help from a partner who can deliver a solution that helps underpin a resilient and agile business model. They are seeking a trusted partner who has a proven track record, a reputation for thought leadership, innovation and a full understanding of security requirements in a business context.

Payment Card Industry (PCI) Data Security Standard is mandating new benchmarks in application security.

There are two needs that arise from this growing raft of regulations: first, the need for advice and technology to understand and respond to the regulations, and second the need for organisations to demonstrate their compliance.

### Requirement for New, Trusted IT Delivery Services

A fundamental requirement of IT is to support drive changing business models, shifting towards more open, flexible and participatory models, reducing costs, enhancing adaptability and creating new business opportunities.

In addition there is an increasing demand by businesses for the ability to manage all risks and increase trust in their business processes. People want to be able to trust the reliability of their information systems; the information that is being delivered; the medium of delivery (e.g. the Internet); and, most importantly, the relationship between the various stakeholders of a transaction, whether it is commercial in nature or an exchange of information.

Performance, availability and security are equally important components of the equation that underpins confidence, and therefore trust, in web services and web application delivery today. Each should not be looked at in isolation to achieve the desired delivery level for organisations.

By looking at managing risk and managing trust, organisations are able to take a more business-like view of their requirements. In this way, the need to justify the return of investment or demonstrate value on expenditure can be met and used as an advantage in future decisions on security needed to support new business models.

## Bee Ware Strategy

We address these new challenges with the concept of Secure Web Enabled Delivery, a model that provides the platform for organisations to safely adapt to the new market requirements and remain agile. It is a model which gives measurable results in its ability to manage risk of information assets through understanding the business problem.

Secure Web Enabled Delivery embraces components such as web services, application security and acceleration, access control etc. that will help organisations in their quest for an alignment between business objectives and delivery of IT services and ultimately business agility.

The enterprise architecture and the security management process should therefore embrace all of these areas with the ultimate aim of providing a trusted business operation.



## Bee Ware – Direction & Vision

Bee Ware's direction and vision match the market trends. We believe our customers want:

- I. To establish and manage access to trusted information that returns value to the business operation;
- II. Help with the regulatory demands placed upon their organisation;
- III. The ability to safely access and re-use legacy applications, extending their life and value to the organisation.

To meet these directions and customer needs, we have the stated aim to be the world's premier provider of secure web enabled delivery solutions with a reputation for thought leadership, expertise, capability and trustworthiness.

### I. Delivery Driven Access Control

The growth in the number of organisations who offer their customers partners and employees access to smart, interactive web applications has never been greater. The need to facilitate access to back end systems and other corporate resources through web applications and services exposes the assets in an unprecedented way.

Bee Ware solutions provide comprehensive, proactive application level protection from security breaches that conventional firewalls and other types of security devices cannot detect or prevent.

By focusing on data and traffic classification, our innovative technology is able to secure and accelerate the delivery of new and existing services from IT resources. This approach gives consistency at the point of access to information and applications and enables organisations far greater flexibility than those who focus on the infrastructure issues.

### II. Compliance and IT Risk Management

Many of the current regulatory frameworks are based on the principles of sound risk management. This means putting in place controls, processes, checks and reporting capabilities that are commensurate with the operational risks organisations need to be managing.

A history of providing solutions that fulfilled the objectives of compliance with legislation has ensured our customers continuing ability to operate within those frameworks. Multinational companies, banks, financial institutions and many Global 2000 organisations have benefited from our expertise.

Adherence to 'best practice' and utilisation of expertise in the areas and vertical markets that need to be addressed allow implementations to be carried out with a level of cost effectiveness and timeliness sufficient to qualify the projects as a success.

As the premier solution in the application security domain, an integral part of any regulatory requirement, Bee Ware's technology represents a fundamental advance in



# Statement of Direction

White Paper • Sept. 2006



data and data flow management. Coupled with the built-in reporting capabilities and open interfaces to enterprise type management 'dashboards' Bee Ware presents a compelling model to meet compliance requirements. Use of this model has enabled our clients to consistently and reliably prove that their operations conform to current regulatory demands, while at the same time permitting the flexibility to address new and upcoming requirements.

### III. Web Enabled Delivery Services

We believe that the expertise within Bee Ware, our proven solutions, the technical and business knowledge at our disposal mean that we can deliver all of the components a business partner requires to help address their secure web enabled delivery needs and trust requirements.

Performance capabilities such as transactions per second, throughput, and uptime for application delivery products are all vital for on-line organisations. The increasing use of web services, whether external or internal, is transforming the landscape for these products.

Our secure web services technology enables open, flexible, and adaptable systems. But with this openness comes increased risk. Bee Ware's products ensure that the web service based integration process is secure at all points of the enterprise, from front-end gateways to back-end applications and that all company assets are protected.

### Conclusion

At Bee Ware, we fully recognise and understand the trends in the marketplace, continually learning and innovating to meet the needs and demands of our customers. Our solutions have helped organisations of nearly every kind all over the world, and our ongoing commitment to providing them with a first class service ensures a long lasting trusted partnership.

We are committed to becoming and maintaining the leading position in the Secure Web Enabled Delivery market. We will achieve this by providing solutions that align our customers' security and delivery investments with their overall business objectives. Our experts, each with years of expertise in delivering successful security solutions on a world-wide basis ensure our continuing success.

With a solid foundation of human, intellectual and financial capital, Bee Ware is the proven choice as your trusted security partner.

We differentiate ourselves by listening to our customers. We only employ experts and thought leaders. We have at our disposal the most advanced security research facilities and use innovation to redefine the security landscape. Our pedigree is a proven track record of utilising our expertise and resources so that new and existing business processes can be safely facilitated, enabling our customers to maximise their business advantage.

#### About Bee Ware :

Bee Ware is the leading provider of appliance based secure web enabled delivery solutions. Our customers use i-Watch to monitor web traffic, i-Sentry to protect web applications and web services from known and unknown attacks, i-Boost to accelerate web performance and i-Trust to enable simplified web single sign on. Built to Open Standards, Bee Ware's award-winning products ensure security, high performance and business continuity for the world's most demanding organizations.

For more information visit,

[www.bee-ware.net](http://www.bee-ware.net)