



TrustDefender showcases their unique risk-based online transaction security solution at GITEX Technology Week in Dubai: 17-21 October 2010

6th October 2010: Leading online transaction security provider, TrustDefender is strengthening its global presence in the Middle East, through strategic initiatives with Financial Institutions and Islamic Banking providers. The move comes as demand is increasing for online security solutions from enterprises across the region to protect themselves and their customers from growing cyber threats.

TrustDefender will exhibit at this year's GITEX Technology Week where online security will be a key focus. TrustDefender is addressing the growing need for a safe and secure technology environment by demonstrating its unique real-time risk-based online transaction security solution.

TrustDefender is well positioned to grow rapidly in the Middle East market with its international team of experts, who are not only proficient in providing IT security services to the banking and finance sector, but are also conversant in the principals of Islamic banking and finance.

TrustDefender's growing presence in the Middle East presents a market growth opportunity reaching over 212 million people across the region, of that population over 63 million people are internet users.¹ According to Market Research Company RNCOS, as the online threat landscape continues to evolve and grow, global spending on IT security is estimated to rise to US\$60 billion globally. The study also shows that IT security spending in the Middle East is projected to grow by 12% over the next three years, as governments and financial institutions adopt advanced security solutions.²

Ted Egan, CEO and Founder of TrustDefender comments; "As recent attacks like Stuxnet show, malicious software is increasing in sophistication by criminal groups, meaning financial institutions and key infrastructure enterprises are in great need for effective controls against these threats. The proliferation of online attacks means online security is a top priority for all businesses and individuals."

"TrustDefender has revolutionised this space and developed the world's first real-time customer endpoint risk assessment and protection for online transactions. The growth in the Middle East region will allow TrustDefender to service the growing demands of financial institutions for real-time online security solutions, which integrate the customer experience with the enterprise and address the need to reduce the occurrence of online threats targeting the customer desktop or enterprise."

TrustDefender wraps around an enterprise's current security solutions; not only enhancing the enterprise risk capability but also securing their customers computing device before they begin their authentication process, protecting customer's confidential identity and personal information throughout the period of their online transaction. The solution ensures financial institutions and enterprises do not have to worry about known and unknown online threats.

TrustDefender explained:

- TrustDefender solves the issues facing financial institutions where an increasing percentage of their customer base connects to online banking services with malware infected computers.
- Furthermore financial institutions have no visibility in real-time to see whether their customers have taken care of their computers and therefore the enterprise cannot distinguish between an infected or clean computer. This leaves the financial institution and the user at risk.
- TrustDefender's unique technology, evaluates the security health risk of a computing device, allowing the business to detect the ever increasing sophistication of malware, immediately act and stop a potential threat through the application of business rules and policies in real-time before any authentication process begins;
- TrustDefender provides key information to online enterprises including financial institutions, while giving the enterprise risk manager a real-time risk profile of the endpoint computers access their website.
- TrustDefender can be easily integrated with existing and older risk management engines to enhance the capabilities of these technologies.
- TrustDefender provides the enterprise with the ability to not only protect the customer but also notify the customer of any security threats and advise them how to deal with any potential risk. The Safe&Secure Mode will make sure that a customer can always securely login and fix the problem at a later date.

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Notes to editor:

1. <http://www.internetworldstats.com/stats5.htm>
2. <http://www.rncos.com/>

For more information visit:

www.trustdefender.com and www.trustdefender.com/blog

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About TrustDefender

TrustDefender is the worldwide leading provider of 'real-time risk based online transaction security solutions' to safeguard consumer, financial institution and business online transactions. TrustDefender's revolutionary technologies enable users to verify its security health state, perform a memory forensics analysis and secure their mobile computing device in real-time - before and during any Internet transactions.

At the same time, TrustDefender provides real time feedback on the security health of their computer. Best yet, the user does not need to be a security expert to use this technology. Most importantly, for the first time, the



financial institution has real-time information that they can use to better protect transactions from compromise and also allows the enterprise risk managers to finally get a real time risk profile of their customer base.

The Enterprise Server incorporates a real-time risk-scoring engine that together with the rules and policy engine is always in control and can give the financial institution a server-side tool to mitigate the risk on both ends and includes an extensive Auditing and Reporting module. TrustDefender is the world's first security solution which enables online businesses to integrate the home user or end user's PC into one overall security chain.

TrustDefender was founded in December 2005 after the founders discovered the traditional security model was broken – and decided to fix it.

About GITEX Technology Week

GITEX TECHNOLOGY WEEK, the region's largest and most established ICT trade event, will celebrate its 30th anniversary this year at the Dubai International Convention and Exhibition Centre from 17-21 October 2010. The event is a platform for international professionals to do business across the Middle East, African, Indian and South Asian markets.