



Connecting intelligence with intelligence

Feb 19 2013

more articles from **Press Release**

InfoWatch Receives International Recognition by Leading IT Research Agency Gartner



Alexander Zarovsky

Active across the GCC, InfoWatch acknowledged for its DLP solutions

Dubai, 19 February 2013: Gartner, the world's leading information technology research and advisory company, has put InfoWatch into its Content-Aware Data Loss Prevention 'Magic Quadrant'*. InfoWatch, who has been active in the GCC since 2011, is a market leader in DLP solutions.

Awarded for its Traffic Monitor Enterprise solution InfoWatch is the first, and so far the only, Russian-based company to receive this prestigious international expert recognition. According to InfoWatch, an estimated 50% of companies in the GCC region are without

data security systems in place. Without adequate solutions in place, the risk of data loss continues to grow in line with data volumes which are growing exponentially across the Gulf especially in the banking and energy

Gartner predicts that context-aware Data Loss Prevention (DLP) will be part of the standard of due care by 2013 across North America, and by 2015 in Europe and the Asia-Pacific region. It is predicted that by 2014, more than 50% of enterprises will use some form of content-aware DLP capability, but only 30% of them will have a comprehensive enterprise content-aware DLP solution or strategy. Gartner estimates that this market will reach \$670 million in 2013. Last month, InfoWatch revealed figures showing that Bahrain has the highest uptake of DLP solutions in the region.



"We believe InfoWatch entering Gartner Magic Quadrant is a forcible argument that we are on the right way. DLP is not just software but a complex solution, a synergy of technologies and methodology. It's a special approach including 3 steps of building a data leak prevention system: Pre-DLP, DLP, and Post-DLP. Only in this configuration a software turns into efficient solution. I'm glad our viewpoint was recognized by Gartner," says Natalya Kaspersky, CEO of InfoWatch Group of Companies.

Alexander Zarovsky, Head of International Business Development, InfoWatch: "We were somewhat surprised, yet extremely pleased to receive recognition of our solution by the leading international research agency in the IT industry. Our realistic expectations to enter Gartner Magic Quadrant were around 2014–2015. We want to thank Gartner for this recognition and for giving us a chance as the only Russian company in the Quadrant to get international acknowledgement. We strongly believe that DLP market will show a steady growth and InfoWatch will exploit its success together with our current and future clients and partners".

Gartner's Magic Quadrant research methodology provides a graphical competitive positioning of four types of technology providers in fast-growing markets. The company defines content-aware data loss prevention (DLP) technologies as those that, as a core function, perform content inspection of data at rest or in motion, and can execute responses -- ranging from simple notification to active blocking -- based on policy settings. To be considered, products must support sophisticated detection techniques that extend beyond simple keyword matching and regular expressions.

InfoWatch's Traffic Monitor Enterprise solution is about to analyze documents and messages content by applying linguistic methods, automatically categorizing the information and making a decision on its confidentiality, promptly responding to security policies violations blocking confidential data transmission via all controlled channels from HTTP and SMTP to online messengers' protocols, and sending incident alerts to a security officer.

Gartner analysts included InfoWatch in the Magic Quadrant based on the ability to execute and completeness of vision for its Traffic Monitor Enterprise solution.

*Gartner, Inc., Magic Quadrant for Content-Aware Data Loss Prevention, Eric Ouellet, January 3, 2013.

About the Magic Quadrant

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not *advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.*

About InfoWatch Group of companies

InfoWatch Group consists of four companies within the information security industry: InfoWatch Ltd. (data leakage prevention software), Kribrum Ltd. (social media monitoring and analysis aimed at online reputation management), EgoSecure GmbH (end-point security software), and Appercut (business application source code analysis).

With over 8 years of extensive real-world software development expertise InfoWatch Group is committed to becoming a leading enterprise-level IT security solution provider on the market empowering its customers with a mixture of world-class technologies and services.

More information about InfoWatch Group of companies is available at www.infowatch.com

For more information, please contact:

Zeina Kourki

Grayling

+971567989184

Zeina.kourki@grayling.com

© Press Release 2013

© Copyright Zawya. All Rights Reserved.

Be the first to comment

ODDLY ENOUGH

[Texas woman has two sets of identical twins in one day](#)

[Tony Sheridan, early Beatles supporter, dies aged 72 – media](#)

[Can acupuncture help relieve seasonal allergies?](#)

[Naked men turn out to see..."Naked Men"](#)