

Imperva partners with ActiveBase to provide first-ever joint data activity monitoring and data masking solution

SYDNEY, August 10, 2010 Imperva, the leader in data security, announced today it has partnered with ActiveBase, a pioneer in Dynamic Data Masking, to provide the broadest protection for sensitive data available today. Imperva and ActiveBase will jointly sell and implement the full solution.

Having ActiveBase dynamically mask sensitive data presented within application screens and development tools across production environments with no changes to applications or databases, combined with Impervas database activity monitoring enables us to proactively prevent data leakage and comply with ever growing privacy regulations quickly and transparently, said Alon Ofek, CISO Pelephone Communications, a leader in cellular communications.

In a recent report, Gartner analyst Joseph Feiman observed that combining elements of static data masking, IAM and DAM enable the creation of a new capability dynamic data masking that aims at real-time data masking, typically in production databases (for example, hiding payment card data from customer service personnel working in call centres).

The partnership between Impervas SecureSphere and ActiveBase will allow joint customers to:

Protect

personal information from IT personnel and outsourced support teams when accessing production environments.

Quickly mask

personal information in replications, data warehouse and training environments

from end-users and IT personnel who do not need to see the personal information to perform their job.

Secure

development environments where privileged access to sensitive data is rampant.

Our partnership highlights a commitment to data security across the enterprise. Customers are increasingly looking for one security solution to protect data. With this partnership, customers can not only block and monitor access to databut they can mask it as well, said Amichai Shulman, Impervas CTO.

About Imperva

Imperva is the global leader in data security. With more than 1,200 direct customers and 25,000 cloud customers, Impervas customers include leading enterprises, government organisations, and managed service providers who rely on Imperva to prevent sensitive data theft, protect against data breaches, secure applications, and ensure data confidentiality. SecureSphere protects sensitive data from hackers and malicious insiders, provides a fast and cost-effective route to regulatory compliance and establishes a repeatable process for mitigating data risk. For more information, visit www.imperva.com, follow us on Twitter or visit our blog.

About ActiveBase

ActiveBase, Ltd. is a pioneer in the Dynamic Data Masking market through its ActiveBase Security solution and broad performance suite. Built on a patented Database Proxy technology, ActiveBase adds a protective security layer around applications that dynamically masks personal data in Application Screens, packaged reports and tools for any unauthorized user without making any changes to the Application or Database. World leading customers trust our software products in the most demanding environments. ActiveBase was founded 2002 by senior IT industry executives with specific expertise in enterprise security and database performance. ActiveBase is privately held. For more information, please visit www.active-base.com.

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