SafeNet and Pitney Bowes Collaborate on the First Cryptographically Secured Digital Mailbox in the Cloud

Vollyâ„¢ Digital Mail Service Leverages SafeNetâ€™s Data Protection Solutions to Enable Secure Digital Mail Delivery & E-Payment

SYDNEY, Aust. -- June 26, 2012 -- SafeNet, Inc., a global leader in data protection, and customer communications technology leader Pitney Bowes Inc. (NYSE:PBI) today announced that the companies have joined forces to enhance the security of digital mail delivery in the cloud for consumers using Volly, a Pitney Bowes digital delivery service for online mail and bill payment.

With Volly, customers can receive, view, organise, and manage bills, statements, and other mailed content from multiple providers using a single, secure cloud-based online application. Volly is an opt-in, consumer-focused consolidation service that also includes online bill payment.

Pitney Bowes has decades of experience and a broad array of patents in data encryption, which are central to the performance of its global network of postage meters. These digital devices manage billions of dollars of funds annually in a secure environment. Having brought these encryption capabilities to the design of the Volly system, Pitney Bowes is now further enhancing Vollys security by leveraging

SafeNets DataSecure appliances to help customers identify and validate the source of digital mail delivery. By selecting SafeNet as its security technology partner, the Vollydigital mailbox content can securely reside in the cloud, which will allow Volly customers to access their account and virtual mailbox from any type of device, whether it is a personal computer or smartphone. This is ideal for todays consumer who is constantly on the move and will be able to pay their bills or manage their statements regardless of where they are located.Customer Comment:

"For generations, consumers and businesses have trusted mail carriers around the world to handle sensitive information with great speed, efficiency, and, above all, security," said Ray Umerley, Vice President, Volly Solution Development at Pitney Bowes. "As the world migrates to a digital mailbox environment, our customers are expecting, and should be demanding, that same level of discretion and security for their digital correspondence and bill payment. Volly from Pitney Bowes has engaged SafeNet to help consumers make the transition to the digital mailbox in a secure and cost-effective manner. Given SafeNets ability to encrypt and secure data on a large scale, they were the ideal choice to secure our customers digital assets, as they are able to attach security where it matters most -- to the data -- regardless of whether it resides in a physical, cloud, or virtual environment."

In order to maintain security and business continuity while moving into the cloud, companies such as Pitney Bowes are deploying SafeNet DataSecure on premise, and adding solutions like SafeNet ProtectApp to secure virtualised applications that interact with sensitive data, such as credit card numbers and personally identifiable information. The centralised control provided by DataSecure creates the flexibility to work with multiple cloud providers, and the solutions on-premise platform establishes a root of trust for policy enforcement and lifecycle key management.

SafeNet Executive Comment:

"Cloud computing offers tremendous benefits in cost and agility but it can cause a breakdown in the traditional methods for ensuring visibility and control of infrastructure and information," said Vince Lee, ANZ Regional Manager for SafeNet. "By leveraging SafeNets security infrastructure, Pitney Bowes has been able to secure the digital mailbox by providing end-to-end encryption and authentication, which are essential for protecting large volumes of data within private and public clouds. Now, Volly customers will be able to securely access their financial statements and make online payments while on the go, regardless of location or device."

Background:

The movement of data to the cloud creates a number of specific security challenges, particularly in tracking and controlling data. It also increases risk by introducing numerous privileged users and administrators that access and operate data and systems independently. Moving to the cloud can reduce access control and increase liability concerns and compliance costs.

As organisations move sensitive data to the cloud, proactive and robust security controls enabled by large-scale encryption will be an essential method for ensuring data security and compliance.

Maintaining the trust of consumers is essential for almost every company. While migrating applications to cloud environments enables dramatic cost savings, as well as broad access for users, it also means critical customer data now resides outside the ownership and control of the organisation. Without active protection of the data entering the application, the potential risks associated with this loss of control and trust are severe.

In order to realise the economic benefits of cloud-based applications but also address the necessary security concerns, organisations must satisfy several core requirements:

Transparent application integration -- Ability to encrypt data in its own application development environment with simple integration that does not require a cryptography expert.Centralised control and management -- Centralised data control that minimises operational costs and provides the capabilities required for auditing and separating administrative duties.Flexible and agile deployment -- Capabilities that enable flexible data protection controls when migrating to different vendors.SafeNets Data Protection solutions, and the ability to encrypt, manage, and secure data on a large scale, helps companies maintain the trust of customers as they migrate to the cloud.

Additional Resources:

Video Blog: Featuring Chenxi Wang, Forrester Industry Analyst, discussing "Cloud Security: Key Elements for Protecting Your Data in Virtual & Cloud Environments" http://data-protection.safenet-inc.com/2012/06/forrester-key-elements-for-protecting-your-data-in-virtual-and-cloud-environmentsVideo Blog: Featuring Volly Executive, Ray Umerley and SafeNet Executive Tsion, Gonen discussing "How SafeNet Helps Secure the Digital Mailbox in the Cloud" http://data-protection.safenet-inc.com/2012/06/safenet-helps-secure-the-digital-mailboxSafeNets Data Encryption and Cloud Security Solutions

About Pitney Bowes

Delivering more than 90 years of innovation, Pitney Bowes provides software, hardware, and services that integrate physical and digital communications channels. Long known for making its customers more productive, Pitney Bowes is increasingly helping other companies grow their business through advanced customer communications management. Pitney Bowes is a $5.3 billion company and employs 29,000 worldwide. Pitney Bowes: Every connection is a new opportunity. www.pb.com

About SafeNet, Inc.

Founded in 1983, SafeNet, Inc. is one of the largest information security companies in the world and is trusted to protect the most sensitive data for market-leading organisations around the globe. SafeNets data-centric approach focuses on the protection of high-value information throughout its lifecycle, from the data centre to the cloud. More than 25,000 customers across commercial enterprises and government agencies trust SafeNet to protect and control access to sensitive data, manage risk, ensure compliance, and secure virtual and cloud environments.

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