



INDORSE TECHNOLOGIES INTRODUCES NEW INFORMATION RISK MANAGEMENT SOLUTION

*Advanced Software Brings Security and Enhanced Management to Unstructured Files via
Automatically Identifying, Organizing, Tagging and Securing All Information*

New York, NY — March 18, 2009 — InDorse Technologies today announces the availability of [InDorse Discover™](#), [InDorse Tag™](#) and [InDorse Protect™](#), an innovated suite of software that automatically organizes thousands of unstructured files into a collaborative and secure environment. The InDorse offering enables any company to create their own rules to group and classify sensitive information as well as assure the proper usage of files, in accordance with government regulations or corporate policies — without changing the end user’s desktop experience or workflow processes.

Scott Crawford, research director for Security & Risk Management at Enterprise Management Associates, underscores the problems with many of today’s information management offerings, “There are gaping holes between the various tools used to secure data; in fact, some areas try to do more than they should. Data Loss Prevention (DLP) for example, is good at classification, but still immature when it comes to enforcement. Other offerings are not as strong in the classification/analysis area. And e-discovery is more of a use rather than a tool. InDorse crosses the digital and hardcopy divide to provide holistic protection of sensitive information.”

InDorse Discover, Tag and Protect enables any company to organize sensitive information — files they deem to be sensitive based on content — and assures the document usage is in accordance with a company’s compliance policies. The intuitive software sits on top of file servers, such as Microsoft’s Windows File Sharing, Microsoft SharePoint, UNIX, Novell and others, to assess files in the following manner:

- Classify the documents into clusters based on file content, business relevance, and usage patterns;
- Classify clustered information for viewing and printing privileges;
- Tag documents to follow the trail (equivalent to supply-chain management);
- Secure and report on document lifecycles based on usage patterns that align to the native file format’s security — requiring no installation to end-user computers;
- Protect consumer privacy and meet government and industry regulations such as GBLA, SOX and SB-1386.

“When an end user pulls a file out of a file share, InDorse actually embeds an imprint in a secured, encrypted metadata tag,” said Rob Marano, InDorse Technologies’ president & CEO. “The policies that manage the document follow it through its entire lifecycle. The whole process is transparent to the end user — they simply conduct business as usual and the document dictates the policies. Now the business knows what’s going on — automatically, all the time.”

Once files are under management, InDorse creates an active and embedded audit trail for all file handling, while making the information available via InDorse Tag, a patent-pending *tagging system* to report and monitor such file characteristics as:

- Who downloaded a file;
- What they downloaded;
- When the file was downloaded;
- Where the file came from and what computer it went to;
- How the file was manipulated, e.g. changed, re-filed to a different server under a new name, printed, etc.

“The industry needs to implement simple yet effective data loss prevention policies. InDorse meets these needs while better assuring security and auditing of file handling in a collaborative environment such as Web 2.0 and Enterprise 2.0 visions,” Marano added.

InDorse Discover, InDorse Tag and InDorse Protect are currently shipping with pricing starting at U.S. \$50,000. For more information please dial +1 (646) 495-6128 or email: sales@indorse-tech.com.

For additional insight into securing documents, please download [Securing Data During Hard Times](#) at: www.indorsetech.com/whitepaper/whitepaper-form.php?id=6

About InDorse Technologies

Located in New York, NY, InDorse Technologies provides a new level of information accountability that cuts across an organization's departmental silos to provide a unified, holistic view into every person and every application/service that touches sensitive information. Leveraging the native security elements contained in most documents, InDorse discovers, organizes, classifies and tracks all activity associated with sensitive information. Our customers achieve new value in their ability to derive information transparency by providing comprehensive security, better risk management, greater adherence to internal business governance as well as external government and industry mandates. For more information, about InDorse Technologies, please dial +1 (646) 495-6128 or visit www.indorsetech.com.

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