

Deny All strengthens its leadership in the global application security market

In 2011, Deny All shipped major new versions of its products and successfully deployed them with some 20 new customers across the globe. Profitable since 2010, the company keeps investing for growth, with a focus on international markets. In 2012, Deny All intends to grow both organically and through acquisitions, under the leadership of Jacques Sebag, its new CEO. The new technology platform will see the addition of many innovative features. Deny All's broader application security offering is presented on a new version of the company's web site, at www.denyall.com.

2011, a year of transition

"In 2011, large customers in the telecom, distribution, financial services and public sectors have entrusted Deny All with the security of their applications. In the meantime, we also made significant investments in people, organization and technology, to prepare the company for growth" says Jacques Sebag, CEO of Deny All.

• Strategic hires and team build up

Jacques Sebag, who had been a board member since 2007, took responsibility for Sales in April 2011, while **Stéphane de Saint Albin** joined the company to lead Strategy and Marketing. In October, **Sihem Le Vern** was promoted head of the R&D team, under **Renaud Bidou**, Deny All's CTO since 2009.

During that time, the R&D team was staffed up significantly, with a view to continuing the innovation effort that has enabled Deny All to become **a leader in the application security market**. The sales force expanded as well, with **new sales reps** and **technical account managers** joining the team and a **senior international sales executive** bringing contacts and expertise in opening and growing new markets. This upgraded team works from **new, spacious offices** in Boulogne-Billancourt, near Paris.

• New platform, new products and a more visible Deny All Research Center

With the shipment of rWeb 4.0, in late 2010, Deny All introduced the **Deny All Application Security Platform (DASP)**, a modular and scalable engine on which all of its products are built. The portfolio now includes two **Web Application Firewalls** (rWeb and sProxy), a **Web Services Firewall** (rXML), a **Penetration Test Service** (Edge) and an innovative **Browser Security** solution (Client Sanitization).

The Deny All Research Center (DARC), which focuses on analyzing threats and creating advanced security technologies, published a couple of key advisories – the Apache denial of service and SAP Netweaver J2EE vulnerability – thus demonstrating its **role as a reference in IT security research**.

• New customers, new markets

Among the **new customers acquired** by Deny All in 2011 were: Bouygues Telecom, Leroy Merlin, Solvay and Thales in France, Arcelor Mittal and EADS-Cassidian in Germany, CNI (Centre National de l'Informatique) in Tunisia, OTP Bank in Croatia and SKB in Slovenia. Beyond France and Germany, the company **reinforced its presence in many other countries**, namely: Austria, Belgium, Brazil, Croatia, Finland, Greece, Luxembourg, Malaysia, Morocco, Poland, Singapore, Slovenia, Spain, Sweden, Switzerland and Tunisia.

2012, the year of organic, geographic and strategic growth

Deny All started the new year with the appointment of **Jacques Sebag as Chief Executive Office**. Nicolas Gagnez remains Chairman of the Board. The company's strategy is articulated along the following three directions:

1. Repositioning on the broader application security market

“The application security market is entering a broader adoption phase. Deny All is ideally positioned to succeed in such a growth market, and will do so by putting the emphasis on its complementary offers, such as the Edge penetration test service and rWeb's Client Sanitization module » explains Jacques Sebag.

An immediately visible step in that repositioning process is the recent launch of the company's new web site, at www.denyall.com.

2. Organic growth and further international development

Deny All continues to bet and invest on partners. IT security integrators and application hosters are a clear focus for accelerating revenue growth. The company will push on with its International sales strategy, opening promising new markets in **Europe, Middle-East, Africa, Asia and Latin America**.

3. Broadening the product portfolio via acquisitions

Deny All plans to make acquisitions in the coming years, to further broaden its offering. The company has the financial means and the full support of its investors to pursue that strategy. Several directions have been identified. *“To fight back modern attackers, organizations must implement a comprehensive application security strategy. Penetration testing tools and application security controls, such as WAFs, are indispensable, but other tools can be useful and are often used by customers as well”* concludes Jacques Sebag.

About Deny All

Deny All is an innovative software leader in the growing application security market. The company was one of the pioneers in the Web Application Firewall market. Building on +10 years of experience securing and accelerating large customers' Web, XML and FTP application-layer flows, Deny All keeps innovating to respond to the needs of organizations of all sizes. Against modern threats, its products protect transactional Web sites, the Web front-ends of critical applications, Web Services-based custom applications, as well as social and collaborative tools, both in traditional and SaaS/cloud environments. The company builds an ecosystem of partners, distributors, integrators, outsourcers and hosters, and works with other vendors to offer comprehensive solutions, dedicated to securing and accelerating modern applications. More information can be found on www.denyall.com.

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