

Application Security vendor Deny All invests in Asian markets

Deny All, the European WAF market leader since 2001, has broadened its portfolio and is investing for growth, with a focus on international markets. In support of its focus on opening new markets in Asia, Deny All will be present at the Infosecurity World Exhibition Conference in Kuala Lumpur, Malaysia, on March 21-22, 2012. In 2012, Deny All intends to grow both organically and through acquisitions to round up its application security portfolio.

Introducing Deny All

A spin-off of French bank Société Générale, founded in 2001 and headquartered in Paris, France, Deny All entered a new growth phase in 2011, centered on **international market expansion**, with a focus on emerging markets in **Asia, the Middle East and Latin America**. Historically, its flagship Web Application Firewall, **rWeb**, has been deployed on a global scale by large, European-headquartered organizations in the Financial Services, Energy, Industry, Government and Services sectors. In recent years, Deny All has made investments to sell globally, to large enterprises and SMBs alike.

• 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.

Asian market investments

Over the years, large European banks such as **Société Générale and BNP Paribas** have deployed rWeb globally, including in Asian countries such as Japan, China, South Korea and Singapore. In 2011, Deny All hired an experienced **International Sales Manager, Olivier Puchadez**, with a view to opening new markets. Mr Puchadez has been **looking for partners in Asia** and is finalizing distribution agreement discussions in **Thailand, Vietnam and Malaysia**.

Deny All will be present at the **Infosecurity World Exhibition Conference in Kuala Lumpur, Malaysia, on March 21-22, 2012**. In the coming weeks, the company is expecting to receive its first local order, from an entity in the Malaysian government.

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**. Mr Sebag has 25 years of experience in Sales and General Management positions in the IT industry, both in Europe and the US. He has been a member of the Deny All board since 2007. 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, Asia, the Middle-East 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. Its products protect transactional Web sites, the Web front-ends of critical applications, Web Services-based custom applications, as well as traditional and cloud-based social and collaborative tools against modern threats. The company has been building a global 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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