

## Application security market at a turning point, according to DenyAll

***Customers around the world are investing in application security to facilitate and secure users' access to data served by web applications and services. Gartner's first Magic Quadrant for Web Application Firewalls confirms the trend. Leveraging its broader portfolio and the cloud, DenyAll is innovating to make application security affordable and manageable by organizations of all sizes.***

Until recently, application security was an area of minimal investment for most organizations. Market conditions are changing fast however. The evolution of threats is forcing the agenda, with Distributed Denial of Service attacks on the rise and targeting the application layer. Modern web technologies, such as HTML5, JSON and XML are used to create vibrant but inherently insecure applications. Development teams are testing their code and leveraging the cloud's elasticity to ensure their applications scale and are secure before going into production.

*"Dynamic Application Security Testing (DAST) and Web Application Firewalls (WAFs) are **"must have"** security controls for many organizations nowadays",* says Stéphane de Saint Albin, VP Sales & Marketing, DenyAll. *"In a web-enabled world, they complement network security controls to effectively secure IT. Businesses and governments are coming to grasp with the notion that **applications are vital and require specific solutions**, especially as they embrace the cloud".*

### **Gartner's Magic Quadrant for Web Application Firewalls**

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Leading analyst firm Gartner describes these trends in two recent reports\*. In the first Magic Quadrant for Web Application Firewalls, the analyst firm makes the following predictions:

- *"At the end of 2018, less than 20% of enterprises will rely only on firewalls or intrusion prevention systems to protect their Web applications — down from 40% today.*
- *By year-end 2020, more than 50% of public Web applications protected by a WAF will use WAFs delivered as a cloud service or Internet-hosted virtual appliance — up from less than 10% today"*

DenyAll and BeeWare, acquired by DenyAll in May 2014, are both included in the Magic Quadrant. Click [this link](#) to read the report and learn more.

### **DenyAll's renewed focus on innovation**

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DenyAll's advanced web application security and vulnerability management capabilities are complemented by BeeWare iSuite's advanced workflow, XML filtering and Web Access Management features. DenyAll's ability to innovate is enhanced by the ongoing integration of these technologies. The two WAFs will continue to evolve and be supported over the long run. They will gradually come to share the same components, and DenyAll will eventually maintain a **unified platform**. For now, the focus is on delivering tangible improvements to both WAFs in coming quarters. The **cross-pollination**

process will see DenyAll's Dynamic Application Security Testing (DAST) tool integrated with i-Suite and an intelligent Web SSO interface added to rWeb, among other things. These and future innovations will be delivered through incremental patches.

*"We are guided by our **Next Generation Application Security** vision and remain focused on customer satisfaction", says Jérôme Clauzade, VP Product Management, DenyAll. **"The integration will add real-world value and will be completely seamless for our customers."***

Modular architectures and APIs, advanced filtering, flow-based policy, Web SSO and vulnerability assessment – DenyAll masters the key technologies required to turn application security into shared services which meet the growing demand for simplicity combined with security effectiveness.

\* The "Magic Quadrant for Web Application Firewalls" was published by Gartner analysts Jeremy D'Hoinne, Adam Hils, Greg Young and Joseph Feiman on June 17, 2014. The "Web Application Firewalls Are Worth the Investment for Enterprises" report was published by Gartner analysts Jeremy D'Hoinne and Adam Hils on February 28, 2014.

### About DenyAll

DenyAll is a European software vendor, an expert in next generation application security. Building on 15 years of experience securing web applications and services, the company keeps on innovating to meet the needs of organizations of all sizes, worldwide. Its products **detect** IT vulnerabilities, **protect** infrastructures against modern attacks targeting the application layer and **connect** users to the applications which allows them to create and share information. The company leverages an ecosystem of value-added resellers, outsourcers, hosters and cloud players. A member of Hexatrust, the association of French IT security vendors, DenyAll partners with other vendors to deliver innovative, integrated solutions. More information can be found on [www.denyall-beeware.com](http://www.denyall-beeware.com), [www.denyall.com](http://www.denyall.com) and [www.bee-ware.net](http://www.bee-ware.net).

### About the Magic Quadrant

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