

BRAND TRUST AND MANAGED SECURITY – CYBERTRUST SPOKESPEOPLE AVAILABLE

Submitted by: VP Communications

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Media Alert –

The recent "Secure the Trust of Your Brand" survey* of 2,200 consumers discussed the importance of information security in relation to brand assurance and customer confidence.

It found that the link between information security and consumer purchasing has never been so strong - one third of respondents said they would strongly consider taking their business elsewhere if their personal information was compromised.

Effective security policies and systems have never been more important. However, over-stretched IT departments often don't have the manpower or budget to manage and monitor network security and multiple devices effectively.

This leaves organisations vulnerable to breaches that can detrimentally affect customer confidence – not because of a lack of security, rather the inability to properly manage it. Organisations increasingly** turn to Managed Security Service Providers (MSSPs) like Cybertrust to support in-house IT departments and IT security staff.

An MSSP as the experts and solutions in place to monitor and protect organisational security, 24/7 365, long after the in-house IT department has gone home. Security threats don't go away just because it is after hours– and neither does damage to the brand should such a breach occur.

For comment from the global security experts on the varied ways that organisations can work with an MSSP call Rebecca Jones at VP on 020 8964 0260

Cybertrust and MSS (<http://www.cybertrust.com>)

To Cybertrust, the global MSS market leader, managing security is not just a question of managing a set of security devices; the real work lies in evaluating threats, responding swiftly to incidents, setting up remediation and enforcing security policies. Cybertrust's MSS options are the only solutions that allow customers to manage, monitor and staff their security environments – or outsource any or all of these functions – in the way that best suits the needs of the organisation's strategy, regulatory environment, culture and in-house competencies. Customers benefit from Cybertrust's expertise and intelligence, enabling them to proactively prevent attacks and address security threats using the people, policies and technologies already in place.

For more information about Cybertrust Managed Security Services, please visit www.cybertrust.com/solutions/managed_security_services

*Conducted by the Chief Marketing Officer (CMO) Council and the Business Performance Management (BPM) Forum

**Datamonitor predict that the overall global MSS market will grow to almost \$2.8bn by 2008