



## Need for new content-aware security technology

<http://www.infosecurityproductsguide.com/features/2009/622009052901.html>

### SPECIAL INTERVIEWS



### EXECUTIVES

InDorse Technologies is a privately held technology company that provides solutions to ensure the integrity and security of business-critical, sensitive information. It serves any enterprise that is vulnerable to security breaches, including the financial, government and healthcare industries. Solutions are available for both electronic and paper work products.

InDorse Technologies has a management team comprised of professionals who are thought leaders experienced in the leading edge of security solutions, information technologies and best in class process engineering. Collectively, they have 150 years of experience in technology, marketing, finance, sales, and strategy. Their experience includes such business and technology leaders as JPMorgan, Sun Microsystems, Motorola, Wachovia, PricewaterhouseCoopers, IBM, Chase Manhattan, Lockheed Martin's Advanced Technology Lab and Digital Equipment Corporation.

The solutions warrant the authenticity and integrity of the work product while carrying with it your rules and policies on access. It uses an innovative bar code technology allowing your confidential information to be tracked, enabling you to identify the source that has accessed it and what was done with the work product. It also leverages existing security rules and applications, along with your current creation tools, to establish higher levels of security and integrity.

**Name:** Rob Marano

**Age:** 38

**Position:** President, CEO, and CTO

**Popularly known as:** The Boss

**Previous jobs:**

- Director of Emerging SW at PricewaterhouseCoopers (PwC);
- Chief Strategist at Voyence;
- CTO Falkin Systems;
- Founder & Head of US Engineering at RiverSoft;
- Senior Architect at Micromuse;
- Adjunct Associate Professor of Engineering at The Cooper Union and NYU Polytechnic Institute



**Education:** BEEE from The Cooper Union; MSE from UPENN; Edison Engineer from GE

**Family:** Married with 2 lovely children

**Residence:** New York, NY

**Other interests:** piano/guitar; martial arts; painting

**Favorite Charity:** Local church

In the following interview, Rob Marano, President, Chief Executive Officer and CTO of InDorse Technologies discusses 1:1 with Rake Narang, Editor-in-chief of Info Security Products Guide, on the current need for new content-aware security technology.

**Rake Narang, Editor-in-Chief - Info Security Products Guide: *How are corporate assets at risk today? And are most organizations aware of digital losses or do breaches occur mostly unknowingly?***

**Rob Marano:** Much of it has to do with human errors as simple as accidentally posting a spreadsheet with customer social security numbers on a public web site or a business traveler losing a portable data storage device with thousands of documents and hundreds of thousands of emails.

Unintentional internal errors made by honest employees are a very common threat that exposes many organizations to regulatory or market risk. The challenge for many companies is how to recognize key risks within the data outflow. It really comes down to the need for new content-aware security technology to unobtrusively monitor data usage patterns, existing permissions and access hierarchies, while automatically enforcing them through existing compliance policies.

**Rake Narang: *What are the new product offerings and solutions from InDorse Technologies? What are the benefits and which type of organizations can take advantage of these solutions?***

**Rob Marano:** InDorse's core solution is packaged with three main functions:

- InDorse Discover, a powerful tool designed for customer-defined parameters to quickly find all information (files, records, published materials) with particular content or related to specific projects such as financial, engineering, HR, customer service.
- InDorse Tag helps organizations view and confirm the life history of every discovered and inventoried file for accurate accountability. Each file or folder is fused with the equivalent of a 2D barcode that travels with the document and delivers the security rules, policies, authentication procedures and restrictions wherever it goes – with the option even in printed paper format.
- InDorse Protect uses the restriction rules embedded in the InDorse Tag to prohibit any unauthorized viewing, editing, sharing, saving or printing of valuable information assets.

Sitting on top of the three core products, InDorse Technologies also offers SPIDR for Microsoft SharePoint users. As SharePoint scales up, there are limitations inherent regarding its capability to implement risk management as well as identify the type of files, where they exist, who in the organization has been accessing the files and exactly when the files have been viewed and downloaded. InDorse SPIDR improves Microsoft SharePoint by:

- Adding a digital tag to track all file activity on the Microsoft SharePoint server(s);
- Using the digital tag to create specific rules for determining who can access and manipulate files on the Microsoft SharePoint server(s);
- Allowing any organization to manage the files through contextually-based groups, or classifications, as opposed to less efficient methods such as file-by-file basis or creating specific sub-sites in Microsoft SharePoint servers;
- Extending the Microsoft SharePoint Workflow Engine as the workhorse for easily programming assurance into business processes which run document usage.

The InDorse functions are placed unobtrusively between the data stores and the users. Anyone accessing information simply conducts their "business as usual," InDorse embeds all associated policies into the metadata of the document to be automatically enforced – this helps remove the unintentional internal errors made by honest employees because the document dictates the security. Any organization can take advantage of this

offering – especially those using Microsoft's SharePoint.

**Rake Narang:** *How are InDorse Technologies solutions helping organizations adhere to government and industry regulations? What type of support is required for InDorse Technologies solutions?*

**Rob Marano:** Enterprise Rights Management (ERM), Data Loss Prevention (DLP) and eDiscovery only address individual portions of the overall information security issue. There needs to be a product evolution that contains elements of all, but offers a complete audit trail to clearly demonstrate:

- 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.

InDorse Technologies effectively scales across these offerings to address all of the afore mentioned questions.

InDorse Technologies is offered as a hardware appliance, software virtual machine or as traditional software installation. File types supported are Microsoft Office, Adobe PDF, CAD drawings, media files and other text-based files such as HTML and XML.

**All About InDorse Technologies**

**Head Office Address:** New York, NY

**Founded in:** 2006

**CEO:** Rob Marano

**Public or Private:** Private

**Investors:** VC Bank

**Number of Employees:** 15

**Products:** InDorse Discover, InDorse Tag and InDorse Protect, SPIDR

**Company's Goals:** Develop into the premier vendor of document security assurance products.