

Bringing to market their SecureVue® Product, eIQnetworks providing a Unified, Holistic Approach to Identifying Cyber Security and other Modern Day Threats called Unified Situation Awareness at a 50% Cost Savings for their Global 200 Company and Government Agency Customers

**Business Services
Security + Compliance**

**eIQnetworks
31 Nagog Park Drive
Acton, MA 01720
978.266.9933
www.eiqnetworks.com**



**Vijay Basani
CEO**

BIO:

Vijay is a serial entrepreneur with a track record of building successful businesses delivering enterprise-class solutions. Before starting eIQnetworks, he founded ApplIQ, an application storage resource management provider acquired by Hewlett Packard in October 2005, and WebManage Technologies, a policy-driven content delivery solution provider acquired by Network Appliance in August 2000. Vijay's experience includes senior executive positions in the financial industry at Spencer Trask Securities and Josephthal Lyon & Ross. Vijay is the co-owner of five patents for the architecture and design of the Web-

Manage Content Delivery system, Adaptive Policy Engine and SLA Management. He earned a Bachelor of Engineering degree in electronics and instrumentation plus his MBA and post MBA degrees from Baruch College in New York.

About eIQnetworks:

eIQnetworks, a pioneer in simplified security and compliance solutions, is transforming how organizations identify threats, mitigate risks and enable compliance. Our solution, SecureVue®, is a unified situational awareness platform that proactively detects incidents, minimizes "false positives" and delivers timely and actionable intelligence by simplifying often-complex interactions between security, risk and compliance. Through a single console, SecureVue provides a unified view of your entire IT infrastructure for proactive security and risk analysis, continuous monitoring, configuration auditing, compliance automation and context relevant search. Over 175 Global 2000 companies and government agencies worldwide rely upon eIQnetworks to own their security, risk and compliance posture. For more information, visit: <http://www.eiqnetworks.com>.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Basani, what was the vision when you founded eIQnetworks, and where are you today?

Mr. Basani: Our vision when I founded the company was to help our customers deal with security and compli-

ance challenges, in a cost effective and easy to manage way. Over the last 10+ years, we have seen plethora of compliance regulations being introduced. At the same time, we have seen IT security threats evolve rather rapidly. As a result, customers are forced to deal with more and more complex security, risk and compliance challenges, and the costs of meeting these challenges, or not having a proper strategy and process in place to address these challenges continues to escalate. In the last couple of years,

eIQnetworks has been focused on a unified, holistic approach to identify cyber security, and other modern day threats called Unified Situational Awareness, that for the first time analyzes and correlates all security, risk and compliance data in a single solutions. Our goal is to provide a unified, accurate and continuous view of security, risk, and compliance posture across the entire organization. We have proven that our solution can help our customers save north of 50% cost versus alternative approaches.

CEOCFO: What is typical customer? Are there particular industries you focus in specifically?

Mr. Basani: We tend to focus on security, risk, or compliance conscious organizations. In particular, we have traction in the federal government, financial services, retail, healthcare, biotechnology and pharma, telecom, security service providers, technology and manufacturing industries, to name a few.

CEOCFO: Let me walk you through an example: A company comes to you and says, "Help!" What do you do? What is the process when you are working with someone new?

Mr. Basani: When somebody says, "Hey, eIQ, can you help us?" first we understand what security, risk and compliance challenges they are trying to address, and understand what their requirements are. In certain industries, which are highly regulated, we want to understand what regulations they need to comply with; in certain of those industries, like financial industries, they are not only highly regulated, but are also frequent targets of potential hackers and cyber attackers. Second thing we understand their environment. Not only do we understand the technologies that are in place, but we also understand the people and processes that are in place. Then, we evaluate what data is available that we can collect and analyze as quickly as possible. By taking a holistic approach of including technology, process and people, we are able to provide effective solutions to address their problems. Our goal is to provide a unified, accurate and continuous view of security, risk, and compliance posture across the entire organization.

CEOCFO: Are more people, in general, coming to the concept that there needs to be a unified solution, or is that still a fairly new concept, and one that puts ahead of the curve?

Mr. Basani: In a sector like government sector, we have seen increasing prevalence of cyber attacks, insider threats like WikiLeaks, and advanced persistent threats. As a result, a number of government agencies are adopting a unified situational awareness approach in dealing with modern day threats. Some call this continuous monitoring, which is basically, a combination of security monitoring and continuous security controls auditing/assessment to dealing with security threats and compliance out there. In the government sector, this unified situational awareness approach is there right now, and is accepted to be

a major driver going forward. On the other hand, in the commercial sector, if you go outside the Fortune 500, until recently too many companies have been stuck in the 'checkbox' mentality to comply with certain regulation, and not really think about IT security and risk. Over the last 12 months, increasing number of breaches, ID/IP thefts as a result of APTs and cyber attacks are moving the pendulum away from compliance driven budgets to security & risk focused budgets.

CEOCFO: How do customers find eIQnetworks?

Mr. Basani: We use a variety of programs such as industry analysts, media outreach, online advertising channel partners, inside sales, web site where customer can download a trial product, etc.

"eIQnetworks has been focused on a unified, holistic approach to identify cyber security, and other modern day threats called Unified Situational Awareness, that for the first time analyzes and correlates all security, risk and compliance data in a single solutions. Our goal is to provide a unified, accurate and continuous view of security, risk, and compliance posture across the entire organization. We have proven that our solution can help our customers save north of 50% cost versus alternative approaches." - Vijay Basani

CEOCFO: What are some of the areas that you might look at that people do not readily think of as security issues? What is the level of expertise you are bringing to the table?

Mr. Basani: As a mentioned earlier, we take a much more holistic approach to dealing with security, risk and compliance. You can think of this as going from looking at one type of data to looking at collecting, analyzing and correlating all data types. That brings several challenges. One is you are dealing with massive amounts of data, meaning you have to address big data problem efficiently. The second one is having the ability to interpret, correlate and analyze that mass amounts of data in as near real time as possible to make sense out of that.

That is where our technology comes into play. We build a true unified situational awareness platform from ground up that allows us to collect all data types that are relevant for security, risk and compliance perspective, and do it all in a single platform that allows us to quickly and easily analyze and correlate all of this data. This allows us to help our customers get all necessary contextual information so that they can take corrective actions in a timely manner to minimize data loss or business reputation.

CEOCFO: eIQnetworks was recently named as the finalist in the GSN's 4th Annual Homeland Security Award, could you tell us about that?

Mr. Basani: That award is recognition for us helping government customers improve the security, risk and compliance posture. With the evolution of security threats and with the prevalence of APTs and cyber attacks out there, all our government agencies are continually a target of APTs, and cyber attacks on a daily, whether it be someone trying to steal highly sensitive and valuable information, or just trying to break and create havoc for our government agencies. It is important for government agencies to implement, what they call nowadays continuous monitoring, which basically

says that you have analyzed all security and compliance data as well as continually audit system security controls of all systems that are part of your network. What we have been doing is helping our government customers, not only just look at security monitoring data, but also continuously audit their systems controls to make sure they have proper security controls in place, and alert them on any violations or potential security problems so they can take corrective actions. We can not only tell them that a particular system is out of compliance, but also tell them exactly the reason why that system is out of compliance. This allows our customers to take corrective actions quickly and easily to minimize potential threat out there.

CEO CFO: What is the key to working with government agencies?

Mr. Basani: First, you need to make sure that the solutions you are providing are up to the highest standard in terms of security and compliance. Second is yes, they do have longer sale cycles, but it is also important that you have past performance within the government. The third area is that you have a solution that actually delivers value to government customers as it relates to improving security, risk and compliance posture. Lastly, the solution should actually help them save time and resources. As we deal with tighter budgets, it is going to be important that any solution that a government agency is buying should result in not only helping them improve the security and compliance posture, but also should result in significant cost savings. In this regard, we have proven that our solution can help our customers save north of 60-70% cost versus alternative approaches.

CEO CFO: Are there certain types of businesses where you would like to have a greater presence and you are working on developing a little more than others develop?

Mr. Basani: Until the beginning of this year, historically we have been focusing heavily the federal government or Fortune 1000 companies. This year, we introduced a new product called SecureVue® NGS, which is ideal for small enterprise to mid-market segment. We believe that every type of company will be a target for potential attackers, and every

company should be thinking about not only this compliance, but also how to improve overall security and risk posture of the company. We are helping small enterprise to mid-market customers address security, risk compliance challenges without having the need for security and compliance expertise in house.

CEO CFO: You personally have a track record as a serial entrepreneur in many successful ventures. What have you learned over time that is most helpful for eIQnetworks today?

Mr. Basani: First, we need to identify the real pain point for customers, listen and understand exactly what that pain is, and deliver a solution that solves the pain. Second thing is we always have to make sure that we have happy customers, so customers come first. Third is build a culture in the company that always encourages entrepreneurial spirit and calculated risk taking.

CEO CFO: How do ensure that your systems really are user friendly and not only do the job, but do it in a way that makes the user comfortable?

Mr. Basani: That is a very good question. In fact, if you look at the market segment that we are playing, broadly speaking, log management, security information and event management (SIEM) and security configuration auditing, compliance automation, and security analytics, every solution that is on the market takes a long time to install, configure, add obtain value out of a solution. As we

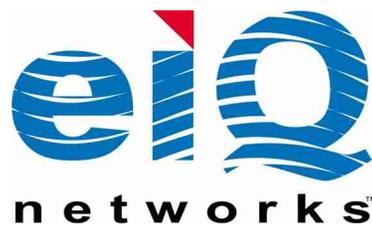
go forward, we are placing significant emphasis in solving these problems so that customers do not have to have an army of people managing log management and SIEM solutions. We will deliver a solution that provides rapid value with minimal customization at an affordable price point.

CEO CFO: What is ahead for eIQnetworks?

Mr. Basani: We believe that we are in a market where there is a significant opportunity for us to solve real problems for customers. We believe we can continue to grow this company at a very aggressive rate – at more than twice industry average while helping protect our customers from potential threats.

CEO CFO: Why should investors and people in the business community be paying attention to eIQnetworks today?

Mr. Basani: First, at eIQnetworks we have a management team that knows how to build a valuable company. Second, we are actually addressing real problems that are here today and will be tomorrow, and are not going anywhere; it will only get more and more challenging. Third, we are focused in solving customer problems in an efficient way that is not done today. Customers can get a unified view of their securities, risk and compliance, at an affordable total cost of ownership.



eIQnetworks
31 Nagog Park Drive
Acton, MA 01720
978.266.9933
www.eiqnetworks.com