



Los Angeles County Selects Safend Endpoint Data Leakage Prevention Solutions in Master Purchase Agreement

LA County agencies and other California county, state and local governments can protect sensitive and confidential data with industry-leading Endpoint DLP technology

November 3, 2008 – Philadelphia and Los Angeles – [Safend](#), a leading provider of enterprise endpoint Data Leakage Prevention (DLP) solutions, and The Vantage Group, a California-based security consulting firm and Safend reseller, today announced that Los Angeles County has signed a Master Purchase Agreement with the two companies, selecting Safend's award-winning endpoint DLP solutions to power LA County's comprehensive data security initiative. The agreement enables LA County departments and all Participating Entities to benefit from volume pricing on Safend Auditor, Safend Protector and Safend Reporter. Participating Entities include all California government organizations, such as state, county and city governments, special districts, political subdivisions and municipalities.

Los Angeles County, the largest county in the nation, includes 38 departments spread over 70 locations with over 90,000 desktops. As compliance regulations become more stringent and the number of data leaks continually increase, Los Angeles County IT Security Officers recognized the need for a port and device control solution that would seamlessly integrate with existing infrastructure. The selected solution also needed to provide departments with detailed visibility and control over data transfer via wireless ports and physical storage devices while including a comprehensive audit trail of endpoint activity. Ultimately, Safend's flexible policies for port, device and wireless control, along with additional functionality such as anti-bridging technology and tracking of offline usage of USB devices, were some of the driving factors behind the County's Chief Information Security Officer, Robert Pittman, and his Information Security Steering Committee members' decision.

"Device control and removable media encryption are phase two of the county's comprehensive data protection initiative," said Pittman. "Safend was the choice of a number of our larger departments and it made sense to work with The Vantage Group and Safend to guarantee attractive prices, training and professional services that would ensure our success. The master agreement accomplished these objectives and it also will extend the same benefits we enjoy to all California counties and cities."

Safend solutions enable California government agencies to monitor the transfer of sensitive data and control access to removable storage devices and wireless communication ports, including USB, FireWire, WiFi, Bluetooth, Infrared (IrDA) and CD/DVDs. Safend's management features include file shadowing, load balancing, management by domain and options for large, matrixed government agencies to manage the entire deployment through a single Safend Server.



“Los Angeles County understood the need for an endpoint data protection product and proactively selected a solution that not only provides highly granular security policies but the compliance, tracking and reporting features they need to ensure the integrity of their data,” said Gil Sever, CEO of Safend. “The Vantage Group also played a critical role in matching Los Angeles County’s needs for a data leakage prevention solution with Safend’s ability to provide comprehensive protection for endpoint security.”

The Los Angeles County Volume Purchase Agreement grants The Vantage Group exclusive rights to sell Safend’s solutions to qualifying LA County agencies. This agreement provides Los Angeles County and other California government organizations -- with sub 100 seat implementations to very large-scale Safend deployments – the opportunity to leverage the cumulative purchases of numerous agencies to procure Safend solutions at an attractive price point. Under the agreement, significant Safend purchases have already taken place and are anticipated to more than triple within a year.

“With today’s economy and the fiscal challenges faced by many State agencies, counties and local governments, the Los Angeles County Master Purchase Agreement will allow these organizations to leverage their collective buying power to affordably solve critical data security requirements and meet regulatory compliance with Safend’s solutions,” said Les Flammer, Managing Partner at The Vantage Group. “As a known leader in data security, Los Angeles County understood the need for comprehensive endpoint security and proactively selected a solution that not only provides highly granular security policies but the compliance, tracking and reporting features they need to ensure the integrity of all data.”

About Safend

Safend is a leading provider of endpoint data leakage prevention solutions that protect against corporate data loss via physical, wireless and removable media ports while ensuring compliance with regulatory data security and privacy standards. With more than 700 customers worldwide and 1.5 million licenses sold, Safend’s solutions are deployed by multinational enterprises, government agencies and small to mid-size companies across the globe. Founded in 2003, Safend is a privately held company funded by Elron Electronics (NASDAQ and TASE: ELRN), Intel Capital and Walden Israel. Safend is headquartered in Tel Aviv with U.S. headquarters in Philadelphia. For more information, visit www.safend.com

About The Vantage Group

The Vantage Group is an information security solution specialist with over a decade of experience helping customers address pressing data security issues. Vantage partners with large security vendors and smaller firms with unique application, database, and endpoint security technology, to deliver data security



solutions and the supporting infrastructure technology. Vantage designs, implements, and supports data security solutions with a cadre of certified professionals. Vantage also provides system administration and management solutions to help develop and support cost-effective security programs for its customers. Major customers include healthcare, government, and financial services organizations in Southern California and throughout the Southwest.

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