InfoAssure, Inc.
The Trusted Source for Information-Centric Security
Persistent, Vigilant Data Protection Anywhere-Anytime

For Immediate Release:

Need2Know® (N2K) Software Deployed in SoftLayer® Cloud
N2K Provides "Need-To-Know" Persistent Cryptographic Protection at Object Level
Of Mobile Data At-Rest or In-Transit

InfoAssure, Inc. announced that its patented software Need2Know® (N2K) has completed initial deployment and testing in the IBM SoftLayer Cloud Service. The N2K administration servers and N2K Windows clients are installed on virtual machines (VM) on a bare metal host server in SoftLayer's cloud. N2K can now be demonstrated over the Internet anywhere-anytime. **N2K transforms any data into a self-protected data object and empowers the data owner to control who can see what data on which device when and where.**

James G. Lightburn, CEO of InfoAssure, Inc., stated that "we are very grateful to be participating in the IBM SoftLayer Catalyst Program." Catalyst is supporting small emerging business with cloud hosting services who are developing innovative technology with potential impact on the adoption of cloud services. (http://www.softlayer.com/catalyst/) He added "this is a wonderful opportunity to validate and demonstrate our patented N2K cryptographic data labeling process and split-key management software technology for granular access control and persistent cryptographic protection of any data at the object level in the cloud."

Lightburn noted, "Our N2K management suite and crypto labeling process has two big payoffs; 1) N2K converts any unprotected data into a self-protected data object by applying cryptographic need-to-know labels independent of the application that created it. This patented process provides for persistent protection of the data object when stored in the cloud or anywhere else; 2) N2K can dynamically create and easily manage one or several virtual communities of interest (vCOI) or Circle-of-Trust™ (CoT). This is a critical ability for enabling significant cost performance improvement and achieving reliable enterprise level secure discovery, access control, privacy compliance and information sharing independent of any network infrastructures with data stored in any cloud service."

"Our participation in the SoftLayer Catalyst Program is a big step for InfoAssure, Inc. to validate and demonstrate object level crypto labeling protection of mobile and cloud data" noted Lightburn. "We believe that there is a growing interest in both the government and commercial market sectors on re-defining the data security model away from the failures of the older network-centric security concept to a data or information-centric approach for privacy compliance and protection in the cloud. We see this trend as moving towards the Self-Protecting Data concept which is timely for growing the adoption of cloud services. This is a direct result of increasing documented data theft cases where trusted authorized users, with privilege access to systems, by policy have access to all data resident within that network enclave similar to the WikiLeaks and Snowden cases. As we know from these cases and other current data breach news reports, the old model of perimeter network centric security is not cloud info-sharing friendly and is vulnerable to unauthorized data leaks and misuse by trusted insiders," observed Mr. Lightburn.

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