

Bloombase StoreSafe Software Appliance for IBM PureSystems

Non-Disruptive Data At-Rest Encryption for Cost Effective
Information Security Regulatory Compliance on a Trusted
Proven Platform

CUSTOMER BENEFITS

BLOOMBASE[®]

Today, information technology has moved to the center of our lives and of business - it is almost becoming transparent to the consumer. This places greater demands on companies, and their IT capabilities with need for faster delivery, rapid iteration and greater elasticity.

The Challenge

Traditional computing is constrained in this environment by the amount of time, effort and money spend maintaining the current environment and addressing the growing complexity. Organizations are having an increasingly difficult time developing IT capabilities that can keep pace with these new demands, creating a barrier of time, cost, and risk:

- The average \$1 million IT project requires over 6 months to specify, procure, and implement the required servers, storage and networking equipment
- It can take 8-11 months on average to design and build a custom application, depending on the size of the project
- Nearly 2/3 of organizations fall behind schedule, with most taking 25% longer than expected, when deploying new IT capabilities

The Solution - IBM PureSystems

IBM proposed a new breed of system to deliver IT at the speed of business. A smarter computing approach. A new category. Systems with integrated expertise will dramatically speed the deployment of new IT processes and services and reduce many of the risks and inefficiencies that are inherent in today's fixed, deterministic IT solutions.

Drawing on its systems and software expertise, IBM has created a new family of expert integrated systems with built-in expertise to address complex business and operational tasks automatically, integration by design to tune systems for optimal performance and efficiency, and simplified experience from design to purchase to maintenance

- IBM PureFlex - Expert at sensing and anticipating resource needs to optimize your infrastructure
- IBM PureApplications - Expert at optimally deploying and running applications for rapid time-to-time

Both systems are optimized for performance and virtualized for efficiency, offer no compromise design with system level upgradability, and are designed for cloud with flexibility and simplicity .

Bloombase StoreSafe for IBM PureSystems

Bloombase extends and enhances these systems by adding our expertise in regulatory compliance and trusted computing enabling customers to save time and money by significantly accelerating application deployment times.

Combining Bloombase and IBM's expert integrated systems, it enables customers to

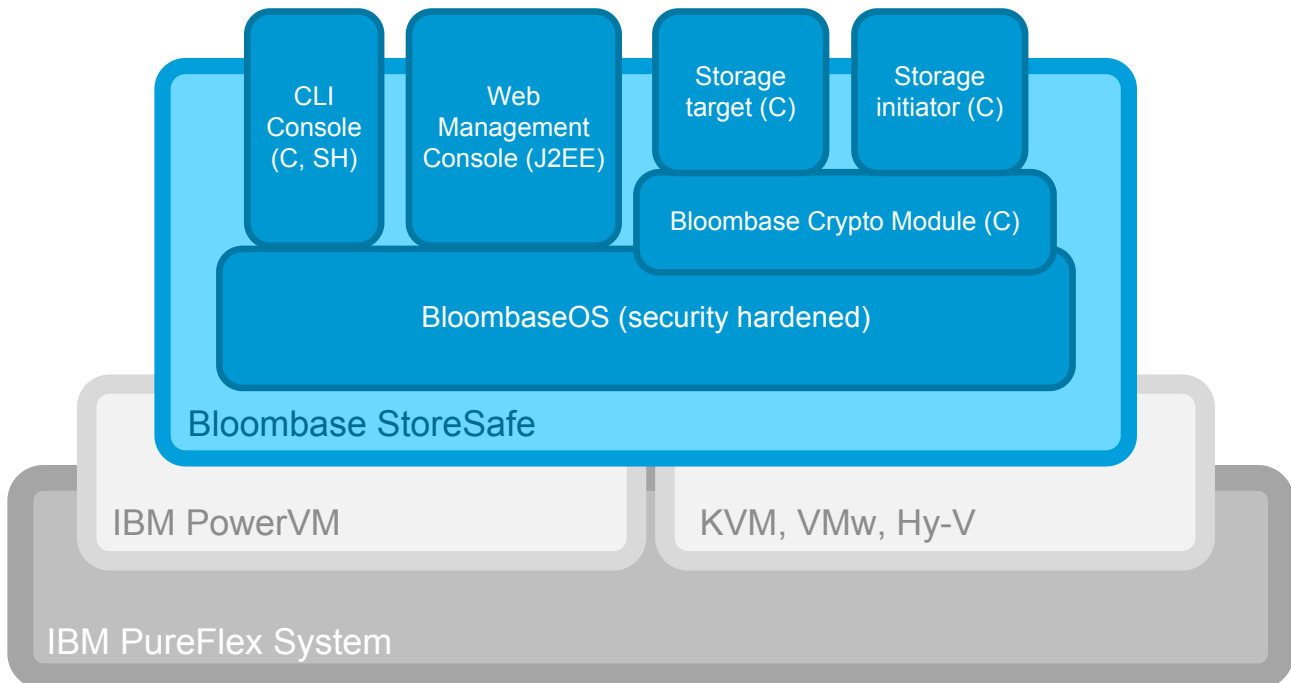
- Consolidate - more efficiently consolidate systems and applications to reduce operating expenses in achieving regulatory compliance
- Optimize - better tune and automate systems and applications to improve application performance, security, scalability and reliability
- Innovate - more rapidly deliver new trusted applications and services to meet new business needs without sacrificing data confidentiality and integrity
- Accelerate Cloud - more quickly enable secure, and integrated cloud environments

Bloombase is among the first application providers to be certified on IBM's new family of expert integrated systems.

Customer Benefits

Bloombase drastically changes and improves how Global 2000 organizational customers in achieving information regulatory compliance by means of state-of-the-art data cryptographic technologies.

- Enable application transparent data at-rest encryption on virtual servers and storages that is unable to achieve with traditional hardware security appliances
- Reduce total cost of ownership and operating expenses by as much as 90% by minimizing infrastructure change, application modifications, deployment, business continuity, power consumption and maintenance
- Shorten deployment cycle by more than 70% with pre-built virtual appliance purpose designed for IBM PureFlex System
- Raise project success rate to as much as 99% by standardizing and simplifying organizational data protection rules and policies



Why IBM?

- IBM patterns of expertise distilled from proven best practices for complex tasks learned from decades of client and partner engagements that are captured, lab tested and optimized and then built into the system
- IBM integration by design leverages knowledge culled from hardware and software labs and client and partner engagements to integrated and tuned systems for optimal performance
- IBM's broad ecosystem with solutions from over 100 leading partners, certified through the "Ready for IBM PureSystems" program
- IBM's 100 years of experience delivering essential IT with market leading systems and software developed from \$6 billion annual R&D from the top US patent recipient 19 years running

Additional Bloombase Products and Add-ons

Bloombase KeyCastle — Bloombase KeyCastle Security Server provides full life-cycle management, storage and protection of cryptographic keys powering various data protection applications enabling enterprises to meet information security compliance requirements easily and effectively. Bloombase KeyCastle integrates seamlessly with the entire line of Bloombase Security Servers providing high performance non-disruptive data security services.

Bloombase SOA — Bloombase SOA Security Server offers high speed application level cryptographic processing of application data from unstructured to structured XML, further to service oriented web-services and beyond.

Bloombase Message — Bloombase Message Security Server provides digital signature generation, verification, encryption and decryption for standard based secure email messages, fully transparent for both messaging clients and servers.

Bloombase Identity — Bloombase Identity Manager brings strong authentication to enterprise end user identity management solving identity thefts and impersonation issues by state-of-the-art one-time-password, PKI and smart card technologies.

Support and Professional Services

Bloombase offers global Subscription and Support services to all Bloombase customers. For customers that require additional services, Bloombase also offers professional services engagements on best practices and getting started with your Bloombase Security Server deployment, both directly and through an extensive network of authorized professionals.

How to Buy

To purchase Bloombase security products, use the online Bloombase Partner Locator to find an authorized reseller in your area:

www.bloombase.com/go/how_to_buy

Learn More

To learn more about Bloombase information security solutions, contact your Bloombase sales representative, or visit:

www.bloombase.com



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