

## NETWORKWORLD

# 10 IT security companies to watch

Data-leak prevention, behavior-based malware detection among focus areas

*By Ellen Messmer and Cara Garretson, Network World, 10/15/07*

New companies have to be brash to enter the network security market, given that the industry has witnessed an explosion in creativity over the past five years and considering that big players such as [Microsoft](#) and [IBM](#) increasingly are throwing their weight around in security. Nonetheless, anyone who takes the time to listen to what IT managers say they would like to see from the security industry can't walk away without the impression that there is plenty of room for the new.

For example, Ryan Bagnulo, vice president and head of software architecture and innovation at Wachovia, says he'd like to see more industry action on automating security-policy administration based on the Organization for the Advancement of Structured Information Standards' eXtensible Access Control Markup Language.

Sometimes entire groups of users stand up and declare they need something new. The [Jericho Forum](#) wants to see a new generation of products and services designed for the world of e-commerce, where traditional firewall-edge boundaries are vanishing.



**Founded:** January 2004 (in stealth mode until the service launched in September)

**Headquarters:** Monterey, Calif.

**Funding:** More than \$3 million from high-net-worth individuals, no venture capital

**CEO:** Neal Smith

**What the company offers:** Virtual Private Community (VPC), a private communications service that forms virtual business communities whose members can send and receive encrypted e-mail, documents and other exchanges safely. The service sets up a private domain name for each user and gives them a related e-mail address reserved for private communications with other WebLOQ users. VPC is available as a hosted service, with a version that companies can run internally slated for release early next year.

**Why it's worth watching:** Instead of trying to protect communications at the edges of corporate networks, WebLOQ secures the transit channel itself. By having encrypted communications only with other members of a community, users are freed from spam, viruses, phishing, and other e-mail Internet threats. However, such secure communications requires that both parties use the service. The company hopes to bring the concept of online community to the business world while ridding e-mail of the many threats plaguing it today.

**How the company got its start:** Chairman, CTO, and former ISP head George Sidman became intrigued with the idea of securing Internet communications. He formed a team at his ISP to begin working on the problem in 2003 and launched the service in 2007.

**Where the company got its name:** Sidman was amazed that no one had trademarked “LOQ” (pronounced “lock”) as a brand. The company now has trademarked the terms WebLOQ and LOQ, intending to launch a brand around the latter.

**Customers:** Database vendor Objectivity. Company says some major banks, law firms and police agencies are testing the service.

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