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2010: Year of the WAF

Key indicators point to Web App Firewall (WAF) penetration in SMB market

Minneapolis, MN – April 20, 2010 – webScurity Inc., developer of leading edge Web Application Firewall (WAF) security technology webApp.**secure**™ reported increased and broadened market response to its WAF technology.

“We are witnessing WAF market drivers gain strength through three independent data points” commented webScurity founder and CTO Wayne Ziebarth. “First is the outstanding response to our LiveCD download offer. Second is what we learned from participation at the RSA Security Conference. Third is analysts’ response to our new version 5 roll-out. We believe WAF technology will reach a tipping point in 2010. webApp.**secure** is now uniquely positioned to gain SMB market share.”

LiveCD downloads exceed 2k: webScurity recently offered on its website a first-of-its-kind LiveCD WAF as a free download. More than 2,000 download requests have been filled. Ziebarth commented, “The high number of downloads is a barometer that WAF interest is on the rise. Key SMB market drivers include PCI 6.6 compliance, blocking ability against nasty SQL Injection attacks and new ease of integration with multi-purpose UTM security appliances.”

RSA Security Conference and UTM makers: Ron Holm, webScurity VP said, “For several years, UTM makers dreamed of adding WAF to their multi-purpose SMB security appliances. No one offers it. Last month at RSA, we spoke with several UTM vendors about the potential of a technology-transfer that would on-board webApp.**secure** to their appliance. Imagine a UTM maker adding a WAF upgrade option to thousands of SMB subscribers. It’s a match made in heaven. Interest is high and substantive talks continue.”

New webApp.secure** version 5:** Speaking of new product improvements in version 5, Ziebarth said, “here’s more great news for UTM makers discovered since RSA: new memory management techniques reduce memory requirements needed for webApp.**secure** by 80% - 90%. And for the first time, we benchmarked version 5 transactions-per-second processing speed. It’s more than ten times the rate needed for typical SMB applications. We’ve also reduced the time needed to install, configure and deploy to less than ten minutes. All this and still at price points the SMB will embrace. For UTM makers, it’s the triple crown of WAF options!”

webScurity was founded almost ten years ago as a privately-held, Web application firewall developer and publisher based in the Minnesota Twin Cities. Its client list includes financial institutions, higher education, State of Minnesota, private and public sector organizations, hosting firms, Web developers and UTM manufacturers. webApp.**secure** has been protecting websites and applications since 2002.

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