

In this issue

- Customer Case Study
- Message from the President and CEO
- Upcoming SenSage Events
- SenSage in the News
- Product Reviews
- Eye Opener
- What's New at SenSage

Message from the President and CEO



Analysts continue to predict greater adoption of log management and security analytics solutions in order to fortify corporate efforts to adhere to industry compliance and internal governance mandates. CIOs and CISOs agree that event log data, derived from network, system, security and business applications, provide a vital litmus against which companies can better manage resources, respond to threats, monitor policy violations, and ultimately assess if actions produced expected results. Even if some

regulatory and industry compliance guidelines are vague regarding implementation and often lack legal precedents, it is still a recognized best practices to be able to ensure operational reliability and resiliency, as well as have the means to monitor access and use policies. Event data is for all purposes a rich assurance control.

If only log management and analytics were as simple as turning on a switch or just buying a black box. To obtain desired results, customers should define objectives, build appropriate policies and processes, and assess infrastructure and resources. After all that, the data management question still lingers; how can my organization cost-effectively manage, retain and use all the data. In more tactical terms ò how do I avoid event log administration, storage and processing costs which force tradeoffs regarding consistent and broad log collection, monitoring, long- term retention and immediate analysis.

Our solutions overcome this tremendous challenge. As the leading provider of log management and security analytics solutions, we live for big data, diverse log types, broad range reports and complex queries. SenSage was the first to create a purpose- built log management solution, which to this day pioneers the log management market. And most recently, our platform was granted a patent towards optimizing event log data management.

SenSage has made tremendous strides over the past few months in terms of product enhancements, partnerships and awards. We continue to cultivate and support a wide variety of partners and customers - who provide us the best means to determine product direction and allow us to discover the many innovative applications being realized with our enterprise-class solutions. Now we want to more consistently share our knowledge and results. I welcome you to read our new The SenSage Log newsletter and I further invite you to learn more about us by visiting our website at

Customer Case Study

Global Manufacturing Automation Company

A Fortune 500 company in manufacturing automation has solved Sarbanes-Oxley 404 data management and security challenges using SenSage's Enterprise Security Analytics. The company successfully automated SOX reporting for the entire financial reporting infrastructure, including mainframe, UNIX and Windows server and application technologies. The SenSage solution not only enabled the company to achieve SOX compliance objectives but pinpointed and resolved critical security exposures and network usage inefficiencies.

[More...](#)

[Find it on SenSage.com](#)

[Solutions](#)

[Partners](#)

[News](#)

[Download Info](#)

[Demo](#)

[Contact Us](#)

www.sensage.com.

Best regards,

Jim Pflaging

Upcoming SenSage Events

September 25-27 , 2006
IT Security World Conference & Expo 2006
The Fairmont San Francisco
San Francisco, CA USA

Visit us at Booth#205! We look forward to seeing you there.
[Click here for more information](#)

SenSage in the News

July 11, 2006
Enterprise Systems Journal
["Unified Theories of Data Management: How do we manage the combined output of all of the event logs produced by all the available, and frequently used, management tools?"](#)

July 1, 2006
DrukenData.com
[Storage & Data Management Blog](#)

June 26, 2006
Sarbanes-Oxley Journal
["What is the single most challenging Sarbanes-Oxley issue today?"](#)

June 23, 2006
Byte and Switch
[Euro Telcos Face Storage Avalanche](#)

June 2, 2006
Dark Reading
[SenSage Gets SIM Patent](#)

June 1, 2006
Health Data Management
[I.T. Protects Users from Themselves](#)

[More...](#)

Product Reviews

[SC Magazine Product Review](#)

Eye Opener

Technology, media and telecommunications (TMT) companies don't provide adequate resources and funding for security, despite the fact that more than half had breaches in the past 12 months, according to "Protecting the Digital Assets," a survey by Deloitte Touche Tohmatsu's (DTT) Security & Privacy Services and Technology, Media and Telecommunications practices, made up of DTT member firms. Conducted during the first quarter of 2006, the survey queried security executives at 150 companies in 30 countries."When it comes to security, TMT companies are talking

the talk but not yet walking the walk," said Brian Geffert, principal of Deloitte Security and Privacy Services, Deloitte & Touche LLP. "Survey respondents say that security is a top concern, but it is still not being addressed across the organization from a risk-based perspective, despite recent breaches costing million of dollars of damage and inestimable harm to companies' reputations, brands, revenue and productivity. In fact, more than half of security executives surveyed admit that their security investments are falling behind the threats or at best just catching up."

[More...](#)

What's New at SenSage

SenSage Receives Patent for Breakthrough Event Data Management technology

SenSage has been awarded a patent covering the company's breakthrough approach for optimizing the storage and analysis of event log data. Our Scalable Log Server technology, covered by U.S. Patent #7,024,414 awarded last month, enables high-speed query and reporting of large, diverse event log data while dramatically lowering the storage and operational costs associated with retaining and assessing that data. We applied for the patent in 2001 and received award notification just this past April 2006. The technology covered by the patent serves as the core intellectual property from which SenSage was founded and will extend.

[More...](#)

Launch of SenSage 3.5J ö Support for Kanji- based Event Logs

Tokyo Electron Ltd. (TEL), the master reseller for SenSage in the Japan, will help announce the availability of SenSage 3.5J which integrates the collection, storage and correlation of Kanji-based event log messages. The demand for enterprise security analytics solutions in Japan has been fueled by new J-SOX (financial) and privacy regulatory compliance requirements. SenSage 3.5J Kanji-centric functionality includes: query development and reporting, tabular and chart display, Kanji data entry, filtering and sorting, as well as Kanji sub-string pattern matching. This is part of SenSage development's new globalization efforts. TEL will be showcasing SenSage at an upcoming Information Security Expo and Conference held in Tokyo on June 28-20, 2006 ö visit www.i-security.jp/en/

Sendmail Webcast ö ECOsys Auditor powered by SenSage

How do you answer the question of "what happened to that email"? Perhaps it's a question for compliance purposes? Possibly it's an internal policy violation? May be its virus-related? It could be determining a problem within your email infrastructure. Can you audit and report on electronic messages throughout your heterogeneous messaging infrastructure. Sendmail recently partnered with SenSage to yield the ECOsys Auditor solution ö the first messaging SLA/forensics and audit/compliance reporting solution to allow organizations to correlate events between disparate applications within the email infrastructure. Sendmail also recently conducted a webcast to cover the issues and provide valuable guidance on what you need to know to monitor your email and messaging systems, examine and reduce outages, audit threats and violations and maintain system availability. Learn more at www.sendmail.com

SenSage names SenSage a SIEM market Visionary

SenSage has been positioned by Gartner, Inc. in the Visionaries Quadrant in Gartner's annual Magic Quadrant report for the Security Information and Event Management (SIEM) market

(published May, 2006). SenSage was placed in the "visionaries" quadrant based on evaluating the company's completeness of vision and ability to execute. The report conveys that SIM requirements (to support regulatory compliance initiatives) have replaced SEM (incident response) as the primary driver for SIEM project funding. The report distinguishes SenSage as being suited for customers seeking optimized, high- performance event collection, archive, monitoring, analytics, and reporting for large, diverse amounts of event log data over long periods of time for audit, compliance and internal investigation purposes.

email: patricia.monsoor@sensage.com
web: <http://www.sensage.com>

[Forward email](#)

✉ **SafeUnsubscribe™**

This email was sent to dave@marketingtactics.com, by

patricia.monsoor@sensage.com

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Powered by



SenSage, Inc. | 55 Hawthorne Street | Suite 700 | San Francisco | CA | 94105