

## Company Profile

### Headquarters

Sensage, Inc.  
1400 Bridge Parkway, Suite 202  
Redwood City, CA 94065

### Company Overview

Sensage helps IT organizations collect, store, analyze and interpret complex information in order to identify new threats, improve cyber-security defenses, and achieve compliance with industry and regulatory guidelines.

Sensage solutions combine the power of data warehousing, the scalability of clustered multiprocessing and the sophisticated analytics of business intelligence tools to serve the most advanced use cases in the Security Information and Event Management (SIEM), log management, Call Detail Record (CDR) retention and retrieval and Continuous Controls Monitoring (CCM) markets.

Sensage customers are more proactive than their competitors in these disciplines, whether they are protecting their brand by minimizing data leaks, increasing audit confidence through accelerated response to law enforcement, isolating and remediating gaps in application controls or defending their country from cyber-attacks.

### Market

Just as business analysts have employed rapid data collection, analysis, visualization and reporting technologies to accelerate accurate decision-making, security organizations are now employing these advanced data management technologies and practices to understand and mitigate malicious activities in their environments.

Most organizations in all industries have three different functional requirements:

**Security** – The ability for a security practitioner to analyze and correlate any event data with a time stamp – across systems, applications, users and transaction activities – to discover potential security risks, perform forensics and investigations, and mitigate threats proactively.

**Risk Management**– Correlating transactions and integrating siloed processes to identify and prevent suspicious events beyond traditional security risks, including cyber-terrorism, on-line fraud, and more.

**Compliance** – Meeting the requirement to demonstrate that the organization’s system is being monitored appropriately for regulatory compliance purposes.

*To address these requirements, Sensage focuses on these technology areas:*

**Security Information and Event Management (SIEM) and Log Management** – Cyber-security attacks are more subtle and persistent than ever, perpetrated by highly organized and well equipped cyber-criminals. Advanced persistent threats are crafted using sophisticated data gathering and analysis methods. Business fraud is faster, more efficient and harder to detect now that we are “totally connected and always on.” In this exciting, but threatening digital age, the isolation of suspicious events must be automated so that finite resources may analyze exceptions and respond appropriately.

**Call Detail Record (CDR) retention and retrieval** – As more criminals and terrorists use mobile phones, text messaging and email to coordinate and execute their attacks, Telcos and service providers must assist with law enforcement investigations. These organizations must collect, retain, analyze and filter massive amounts of data from voice, SMS (text), MMS, Internet and Internet telephony transactions. Their analysts must be able to run complex ad-hoc queries to retrieve suspected individuals' communications histories.

**Continuous Controls Monitoring (CCM)** –To mitigate risks and satisfy compliance requirements, organizations require comprehensive, granular monitoring of all system-level activity. This monitoring capability must also correlate disparate events to identify threats that otherwise could not be detected. These would include geo-location based access controls, access from potentially compromised workstations, suspicious user activities, abuse of expired roles, and administrative actions that are outside the norm.

## Sensage Solutions

Sensage Solutions collects log/event data from any source, a patented, purpose-built Event Data Warehouse and provide real-time, periodic and ad-hoc correlation, filtering and reporting in the industry's only open data analysis environment. These solutions produce actionable results at a fraction of the cost of traditional data warehouse solutions, while also delivering far superior analysis and scalability when compared to security and log management point products.

The Sensage Event Data Warehouse supports ODBC/JDBC interfaces so that security data can be correlated with business data and leverage powerful Business Intelligence tools for extensive analysis and correlation. This empowers security professionals, investigation teams, as well as risk and compliance analysts, to combine their expertise and organizational knowledge with complete access to data and patterns to continuously improve security operations.

With Sensage, organizations achieve:

- More informed incident response
- More effective suspicious activity filtering
- Evidence-based policy planning and controls investment

## Security Intelligence

Sensage is the driving force behind the Open Security Intelligence community, focused on the “opening up” of the Security Information and Event Management (SIEM) industry. The dated notion that security information should remain proprietary has created the very weakness in organizations cyber criminals are increasingly exploiting. Proactive IT practitioners see tremendous value in sharing security intelligence and Sensage has made the commitment to supporting this through open data access and analysis. Sensage is creating the same standards-based interoperability that has existed between Business Intelligence tools and Business Data Warehouses for over a decade.

## Customers

Sensage has a strong presence in the financial services, healthcare, government (national defense, federal civilian, state and local), and telecommunications markets. Sensage serves the largest, most progressive organizations and vigilant government agencies around the world with solutions to safeguard their data while streamlining security management processes and reducing operational security costs.

Our customer list spans every industry and includes AT&T, Blue Cross, BT, Cigna, Credit Suisse, Exxon, Genetech, Northwestern Mutual, Panasonic, Telecom Italia, as

well as U.S. Federal agencies including Defense Information Systems Agency (DISA), National Security Agency (NSA), National Defense University, US Air Force, US Navy, The Center for Medicaid Services, Veteran's Administration, US Census Bureau, The Department of Treasury including Internal Revenue Service (IRS), Office of Comptroller of the Currency (OCC), among others.

#### Partners

Sensage goes to market with a set of strategic alliances including Cisco, EMC, McAfee and SAP. Sensage also targets key industries through select OEMs, including Cerner for Healthcare. Sensage has deep relationships with value-added partners include Alvarez & Associates, Force3, Fujitsu Business Systems, Hitachi, Nanjgel Solutions, and others.

#### Executive Team

Joe Gottlieb – President and CEO  
 Chris Berry – Vice President, Services and Support  
 Cari Jaquet – Vice President, Marketing  
 Stacy Lovelace – Vice President, Finance and Legal  
 Eric Warner – Vice President, Worldwide Sales  
 Rao Yendluri – Vice President, Engineering

#### Extended Leadership

Danny Banks – Vice President, Solutions Engineering, Emerging Markets  
 Eric Karlson – Chief Architect  
 Charlie McAlister – Director, Europe, Middle East and Africa

#### Industry Recognition

FIPS 140-2 Validation In Process  
 Cerner: Accelerate Partner of the Year  
 Best in Security Management (2010)  
 Best in IT Governance, Risk and Compliance (2009)  
 Info Security Products Guide:  
 Security Solution for Large Enterprises (2009)  
 Always On Global 250:  
 Technology Innovator in Enterprise (2009)  
 Tech Target Product of the Year:  
 Data Warehousing (2009)  
 McAfee: Most Innovative Technology Partner  
 EMC: Offering of the Year

#### Milestones

- 2011: Sensage supports Business Intelligence by opening its architecture and launches the Open Security Intelligence community with the goal of improving security through open data analysis. Listed as *Champion* in InfoTech Research Group SIEM Vendor Landscape.
- 2010: Joe Gottlieb becomes President and CEO and secures additional round of funding. Company repeated as a Leader in Gartner's SIEM Magic Quadrant report.
- 2009: Sensage named Leader in Gartner's SIEM Magic Quadrant Report
- 2008: Sensage delivers breakthrough GUI for sophisticated security data filtering, analysis and investigation
- October 2004: Addamark changes name to Sensage and announces version 3.0 of its flagship security information management product (SIEM)
- 2000: Addamark was founded

**Corporate Facts**

Sensage holds U.S. patent #7,024,414 for parsing table data into columns of values, formatting each column into a data stream, and transferring each data stream to a storage device in a continuous strip of data.

Sensage is a privately held, venture funded corporation backed by Canaan Partners, FTV Capital, Mitsui & Co. Venture Partners, and Sierra Ventures.

**Contact**

For more information on Sensage

Visit: [www.Sensage.com](http://www.Sensage.com)

Read: [blog.Sensage.com/](http://blog.Sensage.com/)

Email: [info@Sensage.com](mailto:info@Sensage.com)

Watch: [www.youtube.com/Sensagetv](http://www.youtube.com/Sensagetv)

Twitter: @Sensage

Phone: +1.415.808.5900

Fax: +1.415.371.1385

For details about the Open Security Community, join [www.opensecurityintelligence.com](http://www.opensecurityintelligence.com).