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PineApp CEO Hezi Erez: Recession Threatens Security

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Contributed By:

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I recently had the opportunity to discuss enterprise security issues with Hezi Erez, CEO at [PineApp](#), a leading security solution provider for Information Technology.



Mr. Erez is a 1986 graduate of the Technion, the Israel Institute of Technology, and he specializes in telecommunication, microelectronics, computers and optics, and Mr. Erez has 20 years of extensive experience as an executive in Hi-Tech companies operated in Israel, USA, Japan, Europe and Africa.

Mr. Erez previously established and managed his own company, SOL, which focused on physical security and video analysis. Before SOL, Mr. Erez held several key positions in leading Hi-Tech companies in Israel.

PineApp offers comprehensive email security, email archiving and web filtering solutions that are available as an appliance or software on a server or VMware platform.

PineApp's solutions are also available for service providers (ISPs) who wish to offer Cloud-Managed-Services and a DRP (Disaster Recovery Plan) solution to their customers.

PineApp Mail-SeCure 3000 series received a 5-star review in the [March 2010 SC Magazine](#) issue, which took into account product features, ease of use, performance, documentation, support and overall value.

PineApp also Ranked Number 204 Fastest Growing Technology Company in the [Deloitte Technology Fast 500](#) EMEA rankings in 2009.

We are honored Mr. Erez has taken this opportunity to share some of his insight and expertise with the Infosec Island community.

Q: What do you feel is the single greatest threat to enterprise security today?

The biggest challenge today is implementing enterprise level security in a world in economical crisis where IT budgets are continuously cut, while the level of network risk is continuously on the rise.

The second biggest challenge is data leakage, both through infected hosts which black-list the enterprise's IP address, or via employees who accidentally or intentionally send confidential information to third-party organizations.

Q: How does the increase in virtualization and mobility options expose companies to increased risk?

As virtualization and mobility become the future of information technology, these two new unblemished environments become the new fighting ground for tomorrow's cyber attacks.

The moment new technologies are introduced into the market - many efforts are made by hackers and intruders to attack, exploit and abuse them.

Therefore, the same means used to protect the current technologies will need to be utilized in the virtual environments as well.

Q: How does PineApp's Mail-SeCure solution work to mitigate those risks?

PineApp Mail-SeCure offers a multi-layered threat solution which minimizes the risk of host infection and of becoming malware habitat ground!

PineApp Mail-SeCure on a VMware platform is a software-based email filtering and management solution, set to provide a cost-effective, proven answer to customers seeking a VMware based email filtering & management solution.

Mail-SeCure is equipped with cutting-edge perimeter security engines that focus on stopping the vast majority of threats by looking at the credibility of their sources before they penetrate the customer's network.

PineApp's perimeter security approach helps save a substantial amount of system resources previously wasted on unnecessary content inspections.

Mail-SeCure provides system administrators with the tools to handle both email-borne threats and a variety of email-related administrative tasks.

Q: As a leader in Cloud-based platform services, how does PineApp address the liability concerns of its clients, and of your client's clients?

Our customer's concerns regarding liability are addressed by full service transparency. We view our customers as full solution partners.

They are notified on a daily basis regarding any changes in their solution offering. Our product offers rich reporting tools, which enable our customers' full control.

Q: Many vendors are moving towards Cloud-based services, what qualities should CxO's look for to assure they are engaging a qualified provider?

If I were a client, the most important thing to me, beyond the ability to receive any feature I request, would be the quality of the service I was to receive by the cloud service provider.

In my eyes, service is the deal maker and breaker! And PineApp delivers one of a kind service no other vendor is capable of delivering.

Q: Cost control is always a hot issue, especially with small and mid-sized organizations, how does the move to Managed Security solutions help them keep costs down?

Managed Services is a fast growing market. It is estimated that around 60% of Fortune 500 enterprises have begun using managed services to some extent and that this market exceeds \$200 billion.

The move to managed security is very cost efficient. The average salary of an IT manager is \$2k per month.

To this cost you can add the major Operating Expenses attributed to infrastructure and maintenance and you can easily see how beneficial it is to drop these costs all together and hire these services from one vendor for only around \$20 per user per year.

In addition, using Managed Security solutions allows companies to grow Just in Time (JIT), as the organization is not bound by the restrictions of the different vendor package offerings, rather it can pay only for the exact number of users it has.

Q: There is much debate regarding the relationship between compliance and security, and where exactly the two intersect, what are your thoughts on the issue?

Compliance in the modern IT environment is a key part of good security. Security today not only prevents the bad guys from stealing your business, it entails business continuance with data leakage prevention, email encryption and archiving, where archiving is not only a compliance measure, but also a security measure that allows the minimization of the amount of information spread over the organization by centralizing all the information in one safe place within the organizational borders.

Q: Do you feel the message put forth by the information security sector is being effectively translated into the non-techy language of the boardroom, that of enterprise risk?

Indeed. We can see a growing trend of unprecedented awareness to both internal and external threats. Privately held companies and Telco's these days take many measures to defend themselves against hackers, intruders, governments and external political bodies.

This awareness is clearly an outcome of the information they receive from IT Vendors and research institutions.

Q: Is there anything else you would like to add?

I predict that the next threats will be aimed at ISPs, and will be in the form of Out-born Spam and anti blacklisting.

As always, PineApp is one of the first vendors to recognize these new developments and has already begun acting towards resolving these threats.

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