

**2009 North American Web Content Management  
Product Innovation of the Year Award****Websense**

The 2009 Frost & Sullivan North American Product Innovation of the Year Award in Web Content Management goes to Websense in recognition of the company's development of a series of innovative Web security products that include a Web filter and Web security gateway. Websense's solutions can cope with the needs of the dynamic content of feature-rich Web sites, especially Web 2.0. They provide policy-based control over hundreds of network protocols against security threats along with bandwidth optimization to efficiently manage real-time network traffic.

**Company Background**

Headquartered in San Diego, California, Websense was founded by Phil Trubey in 1994. Incorporated with a mission to develop software to block inappropriate websites, Websense emerged as a pioneer in the domain of Web filtering. A public company since 2000, Websense is led by network security veteran Gene Hodges, who serves as the company's chief executive officer. With more than 1,300 employees, Websense has a global presence. Considering the rapid increase in the number and severity of internet threats, Websense has established a security lab of more than 80 dedicated content researchers to constantly discover, investigate, and report such threats.

**Relevance in the Market Place**

The nature of Web content today is more dynamic than before. Web users have begun to actively use Web sites as a medium of communication, for application sharing, and content updates. Web 2.0 applications and technologies from AJAX, Flash, online storage, webmail, and SaaS services to content-sharing and online messaging technologies like Wikipedia and social networking tools such as Facebook and Twitter are increasingly being used and leveraged in the workplace. According to Websense Security Labs the top 100 Web sites are the most popular targets for attackers due to their large user base, good reputations and support of Web 2.0 applications. With malware attacks becoming major threats that compromise confidential data such as usernames and passwords, the hacker community is currently developing security

breach tactics ranging from phishing attacks to deploying botnets in order to acquire critical personal and corporate data from Web users.

### How the Technology Works

Websense has developed the Websense Web Security Gateway (WSG), an integrated Web proxy and cache purpose-built for protecting organizations from malicious or inappropriate Web content and Web sites that are accessed by organizational employees. WSG allows an organization to create internet user policies by choosing a series of options such as 'Allow,' 'Block,' 'Continue,' 'Quota,' 'Block by File Type,' around Web site and content categories as well as network application categories such as Instant Messaging or Peer-to-Peer applications. To prevent malware and virus attacks, WSG incorporates many advanced real-time site, file, object, reputation, virus, and exploit scanning capabilities. At the same time it leverages these and additional content and protocol analysis capabilities to prevent inappropriate use of Web content and network resources that can violate HR, Acceptable Use, and legal liability policies. As an additional critical capability, the WSG can also look at the outbound data content leveraging Websense award-winning Data Loss Prevention technology, and it can enforce policies to protect sensitive and regulated data from leaving the organization based on the user, the actual data, and the destination of that data. These policies set by organizations can be created based on users or even groups as defined in the Microsoft Windows Active Directory, the Sun Java System Directory Server, RADIUS (remote authentication dial in user service), and Novell eDirectory access via Lightweight Directory Access Control.

By leveraging more than 1,800 proprietary analytical engines as well as the patent-pending Websense ThreatSeeker™ Network, the Websense Web Security Gateway analyzes and classifies in real-time Web site content accessed by end users. The ThreatSeeker Network provides intelligence to address malicious content with the most up-to-date protection. Over the years Websense has made many enhancements to this system, and its acquisition of Defensio in early 2009 is a recent example. Defensio's ability to sit in social networks and provide content and blog-spam intelligence into the ThreatSeeker™ Network puts Websense ahead in detecting and protecting end users, while these new sites, links and content are simply not seen by traditional email and Web detection systems.

This WSG technology also has been incorporated in the v10000 gateway appliance, which was developed to especially address Web 2.0 threats and to mitigate the risks of leveraging Web 2.0 for its obvious benefits. Websense Web security is also available

as a Software as a Service (SaaS) solution which provides another key deployment option and advantage. Websense Hosted Web Security is a highly scalable, zero-latency SaaS option that ensures only clean traffic reaches customer networks, thus reducing time and costs associated with administration, maintenance and support and freeing IT to focus on strategic business initiatives. Traffic is routed through globally distributed data centers and scanned in real time for malicious and inappropriate content using a combination of commercial antivirus scanning, the Websense ThreatSeeker Network, and correlated heuristics. The service utilizes a multi-tenant architecture with purpose-built high-performance proxies and is backed by industry-leading SLAs to ensure uptime and availability.

### Best Practices

One of the important features of the Websense Web Security Gateway solution is its ability to support the rising dynamics of the Web by conducting real-time content analysis of the most frequented Web sites. Although, these popular Web sites perform daily updates to their Web pages, WSG seamlessly tracks these sites constantly across millions of individual Web pages. Due to the immense popularity of social networking sites such as Facebook and Twitter, Websense has begun offering Web security solutions directly on the client sites to enhance real-time threat protection. With its deep knowledge of the Web and real-time dynamic threat protection, Websense provides complete coverage, visibility, and control over who can send what information, where, and how, enabling corporations to keep their networks and data safe while still leveraging the benefits of Web 2.0.

Websense has been awarded a total of 18 patents so far. A majority of the issued patents are in the area of Web filtering and content filtering, which include patents from filtering techniques to flexible filtering technologies. The company has approximately 100 patents in the filing process.

### Conclusion

Frost & Sullivan is pleased to present Websense with the 2009 Award for Product Innovation of the Year in Web Content Management for its development of an advanced, innovative policy-based control Web security solution, which can cope with the dynamic needs of today's internet communication spectrum while addressing the latest security threats.

## Award Description

The Frost & Sullivan Award for Product Innovation is presented each year to the company that has demonstrated excellence in new products and technologies within its industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

## Research Methodology

To choose a recipient of this Award, the analyst team tracks all new product launches, research and development spending, products in development, and new product features and modifications. This is accomplished through interviews with the market participants and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Companies are then ranked by number of new product launches and new products in development.

## Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in its industry
- Competitive advantage of new product(s) in its industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s).

### About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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