

Hot Topic: Web Threat Management & Filtering - Another Source of 'Eyeballs'

Discussion Leader: Andrew Graydon, COO, Netsweeper

Summary: This session will examine the changing landscape of web threats and filtering needs in today's networks, the route to managing those threats and delivering filtering in a zero-latency, zero-risk deployment, and the opportunities for exploiting and monetizing both the service and the advertising channel.

Detail: It is difficult to get 'space' in front of your customers for advertising. Each page visited and every pop-up displayed is providing 'eyeball access' to other advertisers' streams. In addition, web threats are regularly featured in the media: malware, phishing, identity theft... Gartner pegs the market for security software at more than \$16.5 billion dollars per year. The common (and exploitable) thread among all of these threats is that they primarily use HTTP or HTTPS protocols to deliver the malicious content to the user on their computer or mobile device.

Netsweeper offers a security service controlled through the network which protects against these threats, while providing a new place for advertising (potentially targeted) as well as an easy route to value-added services. Providers may control the messaging, branding and advertising included on warning pages delivered to the end user whenever threats or other inappropriate content sources are detected and blocked. This solution represents a chance to improve customer care, to provide a value-added service to your customers, and to capture a source of highly targeted 'eyeballs' that you can use for your own advertising as well as monetizing with other advertisers.

Discussion Leader Biography:

Andrew Graydon is the Chief Operating Officer of Netsweeper Inc. Bringing his technical expertise and more than 15 years of working globally with customers and technical communities, his vision, energy and enthusiasm help drive Netsweeper's day-to-day operations. Most recently, Andrew was Chief Technology



Officer for BorderWare where he led the company's technology innovations to address market concerns and challenges in messaging security, including strategies for information security, data loss prevention, regulatory compliance and the convergence of IP-based applications including Email, IM, Web and VoIP.

Prior to joining BorderWare, Andrew was the Vice President of Custom Engineering at Wysdom, a privately held company that pioneered the software delivery platform for wireless devices, allowing wireless telcos to enable their infrastructure for secure delivery of functionality to external developers. In this role, he helped internally define the technology and concepts while working with the customers and the technical community.

Andrew is also a widely published expert in the security industry as his articles have appeared in numerous leading publications such as CIO Magazine, InfoWorld, Network World, Red Herring, SC Magazine, The Globe and Mail, IETF and IEEE.

Andrew holds a BS (Hons) in Applied Physics specializing in Computational and Mathematical Physics from Dublin University, Ireland.