



**Armored Online**

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## 10 Hot Security Startups

APRIL 12, 2007 | They're heere.

Some of the brightest minds in security have hitched their wagons to new companies in recent months, and Dark Reading has come up with 10 of the hottest.

We mostly looked for the newest of the newbies -- those with promising tools and leaders with the potential to take their products to the next level. In fact, some of the names behind these startups are practically security brand names themselves -- HD Moore, Merrick Furst, David Dagon, Christien Rioux, Dave Jevans, Chris Wysopal, Halvar Flake, Robert Graham, and David Maynor.

These new companies give us fresh hope for finally inflicting some pain on botnets, making online banking safer, vetting security and network tools, and storing and securing files in inconspicuous slices -- as well as for injecting new life into the security market.

We didn't rank them, nor are we deluded enough to think these are the only hot startups out there. So if you think there are others who deserve a look, tell us about them via our message board.

And now it's time to meet the new faces of security (in alphabetical order): Agilience, Armored Online, BreakingPoint Systems, Cleversafe, Damballa, Errata Security, IronKey, Provision Networks, Sabre Security, and Veracode.



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APRIL 12, 2007 | What if you could build a private Web connection to your customers and partners -- one that Internet hackers couldn't easily touch? It's not such a far-fetched idea: In fact, you can test-drive the technology right now through a startup called Armored Online.

Armored Online is helping banks -- and soon, other enterprises -- set up one-to-one, secure email and browser services, for their customers. The company offers software that creates a closed link between the enterprise and the end user -- a "private channel," officials say.

A privately-held startup just beginning to emerge from stealth mode, Armored Online is initially targeting the banking and financial services industry, where phishing and man-in-the-middle attacks have caused some customers to lose their trust in online transactions. But the company's software and services could eventually be used to create a trusted link between any enterprise and its end users, partners, or customers.

"We want to tackle the phishing problem first, particularly in the banking and financial services space," says Joe Sowerby, CEO of Armored Online.

In a nutshell, Armored Online is providing enterprises with services and software that allow them to distribute a secure client to their end users. The client includes email encryption via PKI, a hardened browser that works via SSL, digital signatures, digital certificates, and out-of-band authorization and authentication. The client software, which can be distributed over a standard Web connection, can interface only with the servers and applications owned by the enterprise.



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The secure connection enables banks and other institutions to exchange email with customers, or conduct secure Web sessions that don't use public email or off-the-shelf browsers, making it much more difficult for phishers or attackers to insinuate themselves into communications between the company and the customer, Armored Online says.

"The public email system has become a polluted river," Sowerby says. "So what we're doing is digging a well."

Under Armored Online, customers will download a "small" application that will reside on their desktops for interaction with their bank or other supplier, Sowerby says. By clicking on an icon, they invoke all of the secure applications, ensuring that their communication with that institution is encrypted and secured.

With the Armored Online service, banks will have the advantage of using the Internet for widespread access and software deployment, but the new software will enable them to create a one-to-one connection with the customer, Sowerby notes. The company still hasn't publicly released pricing for its products, but test-drives are available.

— The Staff of Dark Reading

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