



pressrelease

**At RSA Conference 2015, Gemalto will showcase solutions
that “challenge today’s security thinking”**

Amsterdam, April 17, 2015 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, will demonstrate at [RSA Conference 2015](#) (North Hall, Booth N3329) how its SafeNet Identity and Data Protection solutions help enterprises challenge today’s security thinking with a new data security mindset that focuses on using solutions that protect what matters most: data and identities.

Increasingly more applications, data and services are being built, managed and stored both inside and outside of the enterprise and accessed by individuals anytime, anywhere, and from any device. The disappearance of a defined perimeter has created complexity for security professionals that has been compounded even further by threats becoming more sophisticated. Gemalto’s SafeNet Identity and Data Protection solutions help customers tackle the perimeterless enterprise and “[Secure the Breach](#)” with a data-centric approach to the protection and control of their sensitive information, from the core of the network to its furthest edge.

This year’s RSA Conference 2015 theme “[Change: Challenge Today’s Security Thinking](#)” will set the stage for participants to challenge the status quo of information security and create opportunities to innovate and develop new ways to secure the digital future. Based on the findings of Gemalto’s recently released [Data Security Confidence Index](#), a vast majority of organizations are not confident in their ability to protect data after a breach, demonstrating a significant need for enterprises to change their approach to data security.

Guests to the Gemalto SafeNet booth at the RSA Conference will experience:

Next-Generation Authentication for secure access to applications that is frictionless for end users and easy to deploy and manage for administrations because it can be delivered from the cloud. Gemalto’s [SafeNet Authentication Services](#) support the widest range of authentication use cases for consumers, employees, and partners to securely access information and services for an anytime, anywhere experience.

Data Encryption for persistent protection of sensitive data at all critical points in its lifecycle. From the physical and virtual data center, Gemalto’s SafeNet data encryption solutions help organizations remain protected, compliant, and in control with offerings that secure sensitive information in applications ([ProtectApp](#)), cloud environments ([ProtectV](#)), databases ([ProtectDB](#)), network drives and file servers ([ProtectFile](#)), storage systems ([StorageSecure](#)), and in motion ([High-Speed Network Encryption](#)).

End-to-End Crypto Management to build a comprehensive foundation for the provisioning, processing and storage of encryption keys to enable trust in the security of data, payments and transactions. Guests can learn about the company's SafeNet [KeySecure](#), [Hardware Security Modules](#), and [Crypto Command Center](#) products that help scale, provision and support crypto operations in an on-demand manner to secure all applications, data and services.

In addition to demonstrations of its data and identity protection solutions, the company will host the following executive speaker sessions:

- "The Encryption Games: Going from Encryption to Crypto Management" – Wednesday, April 22 at 1:30pm (Briefing Center) – Tsion Gonen, vice president of strategy for Identity & Data Protection, Gemalto
- "Whose Cloud is it Anyway? Exploring Data Security, Ownership and Control" – Wednesday, April 22 at 9:10am (West, Room 2014) – David Etue, vice president of corporate development for Identity & Data Protection, Gemalto

The company will also be joined by several technology partners, including Blue Coat, Dell, F5, IBM, NetApp and Perspecsys, who will give presentations at the Gemalto SafeNet booth on topics such as emerging security threats, encryption strategies for the cloud, and the importance of integrated security data ecosystems. In addition, visitors can stop by the booth and play the SafeNet Crypto Locker game for a chance to win prizes as well as receive giveaways of other cool stuff.

Gemalto's Investor Relations team will be present for booth tours for investors.

Through its acquisition of SafeNet, Gemalto offers one of the most complete portfolios of enterprise security solutions in the world, enabling its customers to enjoy industry-leading protection of digital identities, transactions, payments and data – from the edge to the core. Gemalto's newly expanded portfolio of SafeNet Identity and Data Protection solutions enable enterprises across many verticals, including major financial institutions and governments, to take a data-centric approach to security by utilizing innovative encryption methods, best-in-class crypto management techniques, and strong authentication and identity management solutions to protect what matters, where it matters. Through these solutions, Gemalto helps organizations achieve compliance with stringent data privacy regulations and ensure that sensitive corporate assets, customer information, and digital transactions are safe from exposure and manipulation in order to protect customer trust in an increasingly digital world.

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security, with 2014 annual revenues of €2.5 billion and blue-chip customers in over 180 countries.

Gemalto helps people trust one another in an increasingly connected digital world. Billions of people want better lifestyles, smarter living environments, and the freedom to communicate, shop, travel, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. In this fast moving mobile and digital environment, we enable companies and administrations to offer a wide range of trusted and convenient services by securing financial transactions, mobile services, public and private clouds, eHealthcare systems, access to eGovernment services, the Internet and internet-of-things and transport ticketing systems.

Gemalto's unique technology portfolio - from advanced cryptographic software embedded in a variety of familiar objects, to highly robust and scalable back-office platforms for authentication, encryption and digital credential management - is delivered by our world-class service teams. Our 14,000 employees operate out of 99 offices, 34 personalization and data centers, and 24 research and software development centers located in 46 countries.

For more information visit www.gemalto.com, www.justaskgemalto.com, blog.gemalto.com, or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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