



The Embassy of the United States of America in cooperation with WhiteHat Security
request the pleasure of your company
at a breakfast seminar for the launch of WhiteHat Sentinel Elite in Finland
on Thursday, 4 December, 2014, 8:30am until 12:00
Embassy of the United States of America Innovation Center
Itäinen Puistotie 14 B, 00140 Helsinki

R.S.V.P. by 21 November to office.helsinki@trade.gov

Only registered guests will have admittance.

Web Application Security: Know Your Enemy and Protect Your Business

Every day, thousands of websites are compromised and sensitive data is stolen. It has never been more important to secure your company's website and your applications than it is today.

Principal Security Strategist at WhiteHat Security and application security expert, Jerry Hoff, shares insights into recent high profile web site threats and the steps that your organisation should be taking now to minimise such risks.

As an industry thought leader, and with a mission to promote secure coding best practice, Jerry looks at how the threat landscape for web and mobile applications is likely to evolve and what this could mean in the future for business decision makers, IT security professionals and developers.

He addresses the key challenges including defining application security goals, ranking and rating vulnerabilities, creating a remediation plan, architecture reviews, maintaining a security control library, streamlining applications to deployment, and conducting internal awareness programs.

- 8.30 Registration & Breakfast
- 9.00 Introductions & Welcome
- WhiteHat Security Presents:**
- 9.15 Know Your Enemy and Protect Your Business – Jerry Hoff, Principal Security Strategist
- 10.15 Sentinel Elite Demonstration – Gareth O'Sullivan, Director of Solutions Architecture - EMEA
- 10.45 Customer Success Stories – Andrew Lawton, VP EMEA
- 11.15 Coffee & Breakout Sessions with WhiteHat
- 12.00 Close



*Please present a photo ID at the entrance. This invitation is non-transferable.
Cell phones are permitted, please refrain from bringing additional electronic devices.*