

Verizon to Bolster Epsilon's Data Security With Innovative New Security Technologies
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NEW YORK, June 29, 2011 /PRNewswire/ -- When leading marketing services firm Epsilon wanted to further bolster the security of its global email platform, it tapped Verizon for an innovative cloud-based security solution that will help it stay a step ahead of cybercriminals.

Epsilon will be among the first enterprises to deploy a set of new Verizon security technologies, which provide a significant improvement over conventional methods of data-breach detection. The new capabilities will enable Epsilon to identify and mitigate so-called "electronic crimes in motion" in a way that has not been possible until now. ([See Epsilon's related announcement.](#))

To accomplish this, Epsilon tapped into Verizon's expertise and data to establish a baseline for normal network behavior. With that baseline in place, the company now is alerted by Verizon to incidents that are not normal, and receives near real-time notification of other indicators of behaviors of an attack. With Verizon's assistance, Epsilon now can eliminate analyzing thousands of lines of log data – an extremely time-consuming and tedious task, much like looking for a needle in a haystack.

In order to offer this capability, Verizon is combining intelligence from its expansive global IP network, its database of breach statistics – one of the largest available anywhere -- and its frontline experiences with the world's most sophisticated hackers to create a custom solution that resides within the Verizon cloud.

"Our relationship with Verizon gives us access to some of the best security tools, technologies and expertise in the world to combat cybercrime," said Bryan Kennedy, president and CEO of Epsilon. "Epsilon has already made significant progress in enhancing security measures and remains focused on creating a more secure environment using the most sophisticated resources available to protect our clients and their customers from cyberattacks. Unfortunately, these days, data breaches are a very real, ongoing threat and that's why partnering with the best is so critical to us."

In addition to keeping Epsilon ahead of attacks, Verizon's cloud-based solution, which is delivered through its Terremark subsidiary, enables Epsilon to avoid buying, maintaining and configuring hardware or software and reduces the impact on its network operations.

As part of the work that Verizon completed for Epsilon, other stronger security measures also will be deployed, including highly restrictive access to its email platform as well as enhancing user security by implementing two-factor authentication. This authentication is a security process that requires two means of identification to gain system access, adding significant additional protections to traditional strong password requirements.

Verizon is a global leader in driving better business outcomes for enterprises and government agencies. Verizon delivers integrated IT and communications solutions via its high-IQ global IP and mobility networks to enable businesses to securely access information, share content and communicate. Verizon is rapidly transforming to a cloud-based "everything-as-a-service" delivery model that will put the power of enterprise-class solutions within the reach of every business. Find out more at www.verizonbusiness.com.

Verizon Communications Inc. (NYSE, NASDAQ: VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, with more than 104 million total connections nationwide. Verizon also provides converged communications, information and entertainment services over America's most advanced fiber-optic network, and delivers seamless business solutions to customers around the world. A Dow 30 company, Verizon employs a diverse workforce of more than 196,000 and last year generated consolidated revenues of \$106.6 billion. For more information, visit www.verizon.com.

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