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WEBALO ENSURES ENTERPRISE-TO-MOBILE SECURITY

Built-in capabilities provide authentication, encryption, and logging

LOS ANGELES - MARCH 29, 2011 - Businesses are clamoring for mobile access to enterprise resources, but IT has to deal with more than just putting data on devices. They have to protect that data and control who gets to see it. [Webalo](#) makes that easier.

Fortune 1000 firms are already relying on Webalo to connect enterprise data and functionality to smartphones and tablets using a configuration process that's 100x faster than mobile application development. Webalo's fast and simple approach does not require programming and never compromises on security which, according to recent analyst studies, is an extremely high priority.

Frost and Sullivan, in its "[2011 Global Information Security Workforce Study](#)," cites mobile security as the second highest security concern for IT organizations while Gartner reports in "[Key Issues for Information Security 2010](#)" that the combination of employee-owned devices and the functionality and storage capabilities of those devices makes mobile security a "serious" problem for the enterprise. A 2011 study by [Kelton Research](#) found that security fears had caused 75 percent of enterprises to delay rolling out mobile apps at one time or another.

"Webalo standardizes and commoditizes enterprise mobility and this sets us apart from other approaches with respect to both power and security," says Webalo CTO Seth Bruder. "It means that with Webalo, delivering mobile access is no longer about building custom mobile applications and doesn't require new software code. This dramatically reduces the risk of security vulnerabilities, and similarly reduces the burden of security management."

Webalo also provides authentication and identity verification for users and administrators, strong encryption, extremely fine-grained access control for users, applications, and data, user and application access logging, and a choice of secure deployment options.

"Webalo doesn't create new applications," Webalo's CEO Peter Price points out. "It provides mobile connections to the enterprise applications that already exist. So instead of duplicating the data and functionality in those applications to create a new layer of mobile-specific applications, which then have to be maintained and updated, Webalo leverages existing resources, including security resources, and very quickly and easily extends them to any smartphone or tablet."

For more detail, download the Webalo [Technical Fact Sheet](#) on Security.





About Webalo

[Webalo](#) changes the economics of enterprise mobility. It provides the enterprise-to-mobile infrastructure that puts enterprise data and functions on smartphones 100 times faster than traditional approaches to mobile application development, and it provides personalized mobile capabilities that meet the individual needs of end users.

Webalo technology eliminates the need for traditional mobile application development tools and custom programming to provide - in hours, instead of weeks or months - mobile access to the specific enterprise data and functions that smartphone users rely on to do their jobs. Rather than build new mobile applications or purchase proprietary mobile versions of a vendor's enterprise applications, organizations can use Webalo to let administrators easily select, from their existing enterprise applications, the exact data and functions that mobile users need so they can work more efficiently and productively.

Webalo - available in hosted and virtual appliance versions - lets non-IT business administrators easily and rapidly configure the connections between smartphones and enterprise apps from vendors such as IBM, Oracle, SAP, and Microsoft as well as from in-house applications. Then, in seconds, Webalo provides access to these applications through a native user interface on Android, Apple, BlackBerry, Symbian, Windows Mobile or Java-enabled smartphones or tablets.

Founded in 2000, Los Angeles-based Webalo is privately held. Additional information about Webalo's products, customers, and partners is available at www.webalo.com and www.webalo.com/pr/webalo_security.html.

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