

Tech Spotlight

A Focus on Security, Technology and Data Services

A monthly newsletter brought to you by PricewaterhouseCoopers' Technology and Data Services Practice: IT Business Risk Management... Data Management... Security... Integrating people, process and technology across your enterprise.

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In This Issue:

This edition includes: an overview of the updated IT Business Risk Management Website; an article on Wi-Fi Security; an ITBRM case study; a new vendor alliance; plus upcoming events covering worldwide security issues.

If you should have any questions about our newsletter, or our Security, Technology or Data Services, please contact one of our marketing professionals listed below.

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IT Business Risk Management™ Services: New Website, Service Accelerator and White Paper

What's new with this service? Perhaps we should ask, *what's not?*

The IT Business Risk Management Services™ (ITBRM) Website has just been revamped from top to bottom. Now, you can read in-depth information and thought leadership, including:

- All the details about its analytical IT Business Risk Management Framework methodology;
- A new White Paper;
- A new brochure featuring an overview of the practice;
- An overview of this practice's Accelerator Service;
- Four detailed industry case studies;
- Reviews and quotes about lead partner Mark Lutchen's book (*Managing IT As A Business: A Survival Guide For CEOs*);
- Press releases, media stories and industry news;
- Events, conferences, webinars, and more.

A Worldwide Consumer Products Company Manages IT Governance and Reduces Costs

ITBRM Accelerator Service quickly identifies IT problem areas

Information Technology (IT) plays a critical role in today's business organisation. IT provides the infrastructure vital to business operations, is at the core of most initiatives aimed at enhancing revenues and reducing costs, and is indispensable to the organisation's ability to meet its overall business goals.

The IT Business Risk Management Accelerator Service provides clients with a quick diagnosis that proactively detects major IT problem areas. Using the same Risk Management Lens™ deployed with a full ITBRM engagement, this service:

- **Identifies the extent of exposure** to certain IT business risks – economic, organisational process, performance, and crisis;
- **Explains the business implications and risks** of the exposures found related to the overall IT environment; and
- **Recommends improvement steps** based on PricewaterhouseCoopers' extensive experience and industry leadership with corporate internal control and regulatory compliance issues.

How the ITBRM Risk Management Accelerator Can Benefit Your Organisation

Designed to help you quickly assess and diagnose your IT environment and major risk areas, PwC ITBRM professionals work to identify gaps between current and

(see next page)



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desired levels of performance. Data is obtained from on-site visits, interviews with key management and third parties, and a review of company documentation.

Benefits include:

- **A quick approach** that minimises organisational impact and demonstrates immediate results in a short period of time;
- **Enables you to narrow the scope of analysis** and create a module approach to implementation of recommendations;
- Quickly identifies IT financial control risk areas that may hinder **compliance with regulatory requirements**; and
- **Is tailored to your business** to ensure relevant results.

ITBRM White Paper: IT Spend and Performance, Achieving Visibility and Transparency

This new Thought Leadership presents the big picture for CIOs. It defines the problem, draws the connections to IT spend and performance, reviews recent history, details the specific IT business risks to an organisation, describes the key components of visibility and transparency, links IT to business strategy, helps you understand the “real” IT spend, discusses what executives need to know with IT metrics, and offers a conclusion.

IT Business Risk Management Services from PricewaterhouseCoopers

PricewaterhouseCoopers’ IT Business Risk Management Services provides senior executives with the unique ability to understand, interpret and link together both ends of the IT spectrum — the business/strategy end and the technology implementation/ integration end.

Find Out More

To learn more about this practice, visit the IT Business Risk Management Services Website, or contact: Kate Oliver, Marketing Director, Technology & Data Services Practice, PricewaterhouseCoopers, 1.860.241.7333.

Wi-Fi Security: Reporting on Request

The editors of “Tech Spotlight” often receive requests from readers about topical storylines. This is the third in our series of articles prompted by suggestions from our audience.

How secure is your Wi-Fi network? How do you know if someone is using your wireless connection? Are laptops with encryption subject to significant security risks? Could Wi-Fi lead to Identity Theft? And how concerned should you be about someone getting into your computer’s data through your wireless connection?

We asked leading PricewaterhouseCoopers Security and Privacy experts to comment on these and other issues. What they have to say may surprise you.

Wi-Fi Defined

With over 11,500 “Hotspots” using 802.11b and 802.11g technology in hotels, airports, cafés, malls and parks worldwide, Wi-Fi is rapidly becoming a popular standard for professionals who need wireless high-bandwidth Internet access while at home or away from the office.

Nearly half of these locations are in the US, including major fast food and coffee



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– Ruth Nelson and Alex Fowler, Co-Leaders, Privacy Practice, PricewaterhouseCoopers

chains; others are spread throughout South America, Africa, Asia and Australia/New Zealand. More Hotspots are popping up virtually every day to fulfill the growing appetite among users for wireless access.

How much do users embrace Wi-Fi? During the French Open in Paris last May 24 – June 6, Roland-Garros Stadium provided scores, stats, match schedules and video interviews via Wi-Fi for anyone who could tap into them.

How Secure is Wi-Fi?

“For any employees who use their laptops on Wi-Fi networks, there are risks,” say Ruth Nelson and Alex Fowler, Co-Leaders, Privacy Practice, PricewaterhouseCoopers. “What can you do to protect your personal and company information assets? It’s not just a tech issue, it’s a people and awareness issue. We need individual training of appropriate technology and procedural measures. Whether you’re working at an airport lounge or offsite at other offices, Wi-Fi is usually done through a utility. While a laptop may be secure in a normal LAN environment, you shouldn’t assume that the WLAN (Wi-Fi Local Area Network) is secure.”

“With 802.11b and 802.11g technology, people are e-linking everything they can buy to utilities,” Ruth points out. “But there’s no excuse for not securing it. Most of the routers have 128-bit encryption built-in with a password that literally takes a minute to setup and secure. IT departments in any company need to recognise the new risks inherent in these wireless systems.”

Furthermore, Fowler suggests that manufacturers should design their wireless devices to always have security on — not as an option — as a mandatory minimum. “That’s part of being a good corporate citizen and it could help reduce the risks of identity theft over these devices,” he says. “These issues aren’t new, however the awareness levels need to rise to maintain appropriate security and information handling safeguards.”

Packet Sniffing, Firewall Protection and Other Wi-Fi Problems

Fowler often uses Wi-Fi technology to share files when working in clients’ offices because of its convenience and speed. “With Wi-Fi setup,” he says, “you can turn off the ability for people to ping to see if your IP number is responding. This prevents what we call Packet Sniffing.” Wireless packets can be ‘sniffed’ by a third party with the appropriate software on your wireless network, allowing a hacker to see every piece of information a user is sending across the network.

This leads to another issue: the public hasn’t been properly advised about security and Wi-Fi networks. “There is a very low adoption rate within the workplace,” adds Nelson. “There are many other security issues, let alone Wi-Fi. Some companies may be taking a wait-and-see approach. They’ll let other people adopt the technology after feeling the pain. After all, with email worms, Wi-Fi could be another virus opportunity to bring down your network.”

For maximum security, PricewaterhouseCoopers suggests:

- Setting up encryption on wireless information;
- Building a firewall;
- Never sending any sensitive information including passwords, credit card or other personal information using a wireless connection;
- Using a Virtual Private Network (VPN) to encrypt all of the information sent by the user, so the information is useless to a hacker.

What The Industry Is Doing

“There are a number of emerging Global Best Practices for wireless privacy and security issues,” continues Fowler. “PricewaterhouseCoopers has worked with a

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*– Paula Chamoun,
Senior Manager,
Technology-Security,
PricewaterhouseCoopers*

group called TRUSTe to establish industry best practices. At the federal government, we’re seeing an increase in activity by the FCC and FTC, as well.”

At industry conferences, Fowler points out that companies have now enabled Hotspots for Wi-Fi. However, you need to supply a credit card or gain access through the hotel’s front desk. “You can control access points when you know where the wires are. But with wireless, it’s a whole other issue. We still haven’t seen or realised all the threats we’ve created for organisations with this technology.”

Another Security Viewpoint

We also asked Paula Chamoun, Senior Manager, Technology-Security, PwC, for her point-of-view. “The new Wi-Fi craze is of great concern to me for my clients,” she says. “It’s easy to install wireless access points on a corporate LAN, thus opening up another access point into your regular corporate LAN that needs to be secured. It’s also just as easy for anyone to plop a wireless card into their laptop and get access to a corporate LAN through these wireless access points.

“It’s like adding another door — an almost invisible wireless door — to your house. You have to worry that your doors are always locked. Now you also have to worry if there are any invisible wireless doors that have been added. We ask our clients if they’re implementing wireless technology. The corporate policy may be that they are not, but they may not know that an access point has already been set up.”

From there, the level of security depends on how well an organisation has secured its network. “Once I have gained access to the Corporate LAN from a wireless access point, I could potentially do the same type of damage that I could if I had physical access to the LAN. I could try to break into passwords,” says Chamoun. “I could try to access files. I could attempt to wreak havoc – do anything and everything. It’s an open door and I’ve opened the door to all these possibilities.”

What does she advise? If a company’s policy is to deny the ability of employees to set up a wireless network, they have to be cognizant of any wireless set-up by individuals and do periodic monitoring of it. Or if their policy is to have a wireless network, they should set it up in a controlled manner such as forcing the use of a password to access it and encrypting data.

To Find Out More...

Contact Ruth Nelson, Privacy Practice, 1.646.471.8991;
Alex Fowler, Privacy Practice, 1.415.498.7590, or
Paula Chamoun, Security Practice, 1.646.471.2524.

IT Business Risk Management Case Study: A Worldwide Consumer Products Company Manages IT Governance and Reduces Costs

Description of Client’s Business

The global client’s two primary businesses were specialty food preparation and distribution and beverage production. PricewaterhouseCoopers’ work was for the specialty food group.

The Client’s Challenge

The client had a history of failed IT projects with few processes, controls or accountability for investing appropriately in IT. Senior management perceived that too much had historically been spent on IT with too little to show for it. The business

(see next page)



PwC provided the discipline and structure that enabled the client to assess its priorities and the business cases for IT spending. This work — and the IT management processes established — led to the business unit leaders reaching agreement on IT priorities and the creation of a detailed, pragmatic view of key IT initiatives and objectives.

units supported by the technology were not engaged in a dialogue about their objectives and the use of IT as an enabler.

A new CEO saw technology as an integral part of the business, and appointed a new CIO. He sought help in understanding the current IT spend and in sorting through the right business developed priorities for IT spending. Management believed there were important opportunities for cost reduction and more effective use of IT resources and assets.

The PricewaterhouseCoopers Solution

The client asked PwC to review the effectiveness of the existing global IT budget, including an overall technology spend of \$110 million, and help with developing a three-year, portfolio-based IT strategic plan, the annual operating plans, and the supporting IT management processes. Cost analysis, identification of opportunities for cost reduction, and establishment of business focused priorities were important components of this governance work.

PwC started by:

- Establishing a baseline understanding of where the client was spending money on IT;
- Helping management focus on the highest value spending from the standpoint of supporting the business units;
- Enabling the client to understand IT's contribution to the business units and creating a process to start a dialogue between IT and the business units; and
- Assisting the client with portfolio analysis and budgeting.

PwC provided the discipline and structure that enabled the client to assess its priorities and the business cases for IT spending. This work — and the IT management processes established — led to the business unit leaders reaching agreement on IT priorities and the creation of a detailed, pragmatic view of key IT initiatives and objectives.

It also led to the development of clear, business-focused action plans for the overall improvement of the effectiveness of the IT organisation in fulfilling its mission of supporting the business units.

Benefits/Results to the Company

As a result of PwC's work, decisions that had previously been made using IT-only technical decision criteria were made on the basis of business need.

This resulted in:

- **Elimination from further consideration of certain expenditures** that did not support the business units;
- **The capital and operating IT plans that were developed reduced IT spend by \$30 million (27%)**, while refocusing IT on high impact projects supporting the business;
- The project establishing a series of IT management processes designed to **more effectively plan, organise, manage, and execute IT spend going forward**; and
- The engagement serving to link the IT organisation more closely with both corporate and divisional executive management goals and objectives, resulting in a **'wiser' IT spend that was considered equitable and appropriate by all parties**.

Contact Us

For more information on the ITBRM solution, please contact itbrm@us.pwc.com.



“The combined offering from PricewaterhouseCoopers’ Data Management practice and our technology provides customers a complete solution to address a wide range of business issues...”
 – Eric Lieberman, President Firstlogic

PricewaterhouseCoopers Alliance Spotlight: Firstlogic

Issues of this newsletter often feature a PricewaterhouseCoopers’ strategic Alliance Vendor within one of our practices.

Firstlogic specialises in enterprise-wide information quality solutions and services for e-business, data warehousing, and print and mail applications. Firstlogic is recognised as the leading global provider of information quality tools that enhance and match business-critical information anywhere it is touched, stored, or moved across the enterprise.

Founded in 1984, Firstlogic today serves thousands of customers worldwide, including Fortune 1000 companies in the e-business, financial, insurance, healthcare, direct marketing, higher education, and telecommunications markets.

How Firstlogic and PricewaterhouseCoopers Provide Value

An integrated approach to data quality and management helps companies achieve reliable data to support regulatory compliance and critical business initiatives. It combines PricewaterhouseCoopers’ proven data quality methodologies focus on accountability and business processes with Firstlogic’s data quality technology to help companies maximise the value of their information assets.

“As companies move toward the compliance deadlines for regulations such as Sarbanes-Oxley, the reliability and quality of information becomes increasingly critical,” says Ted Friedman, principal analyst, Gartner, Inc. “With more avenues for data to be mismanaged through either third party access or poor internal data management controls, companies no longer can afford to simply ‘assume’ their business data is trustworthy and reliable. Compliance is a significant driver for quality data and senior executives today are viewing data management as a business issue that cannot be solved by technology alone.”

“Leadership teams at organisations across industries are looking for ways to gain control over the accuracy, reliability and accountability of their data,” says George Marinos, PricewaterhouseCoopers’ National Data Quality Partner. “In the past, this has been viewed as a technology issue. Our alliance with Firstlogic will help our clients combine the benefits of powerful top-tier data management technology with rigorous controls and business processes to enforce data ownership and accountability. Only by integrating people, process and technology can we help clients achieve the level of data integrity and accountability required in today’s regulatory and business environments.”

“Organisations from all industries are increasingly recognising the value of their information assets, and the need to assure their highest quality,” says Eric Lieberman, president of Firstlogic. “The combined offering from PricewaterhouseCoopers’ Data Management practice and our technology provides customers a complete solution to address a wide range of business issues from poor business decisions based on data duplication and inaccuracies to missed revenue and increased costs attributed to poor data, or potential legal issues based on noncompliance or regulatory pressures.”

Methodology meets technology

This alliance brings together PricewaterhouseCoopers’ data quality methodology, OnTarget™, with Firstlogic’s Information Quality Suite technology. OnTarget aligns data accountability and ownership with best-practice strategies.

PricewaterhouseCoopers’ works with clients to define the level of quality data needed, then build a framework and implementation plan to get to the desired quality level, help ensure it’s sustained, and adjust it to support changing business objectives.

Firstlogic’s Information Quality Suite of software and services is designed for firms to:

- Analyse and profile the quality of data sources;

“Only by integrating people, process and technology can we help clients achieve the level of data integrity and accountability required in today’s regulatory and business environments.”

*– George Marinos,
National Data Quality
Partner,
PricewaterhouseCoopers*

- Cleanse, standardise, and enhance critical customer and operational data; and
- Match and consolidate data to build and find critical relationships between individual records or multiple data sources.

Leveraging the combined offering, customers can define and implement processes that maximise the value of their data assets, and reap the benefits of operational cost reduction, increased revenue and reduced regulatory risks.

Co-sponsoring FREE online seminars

As part of the alliance, PricewaterhouseCoopers and Firstlogic are co-sponsoring a series of free educational online seminars featuring industry experts called “The iStrategy Series.”

Leading off the series on February 25 at 2:00 p.m. (eastern) will be a panel discussion focused on “Best Practices in Data Quality” featuring Gartner’s Ted Friedman with PricewaterhouseCoopers’ Data Management Practice Manager James Ruan, and Firstlogic’s Frank Dravis, vice president of information quality. Registration is free at www.firstlogic.com. Additional information can also be found at www.pwc.com/dataquality.

Additional events surrounding topics like regulatory compliance, enterprise-class applications and data management methodologies are also planned.

For more information...

To find out more about the Webinar series or your enterprise’s data quality issues, please download the Firstlogic/PricewaterhouseCoopers brochure. Or contact:

Brian King
Business Development Manager
Firstlogic
1.608.782.5000

Danielle Butke
Vendor Relationship Manager
PricewaterhouseCoopers
1.617.478.3061

Mark Your Calendars! Upcoming Conferences, Seminars and Webinars

Join PricewaterhouseCoopers and our Alliance Vendors at these important upcoming security conferences and events.

SECURITY CONFERENCES

The 11th Annual CFO Rising

Date: March 14–17, 2004
Location: The Renaissance Waverly Hotel, Atlanta, GA
Register online at: http://www.cfoenterprises.com/cforising2004/register_start.php?event=37

Chief financial officers have been facing a wall of worry for two years. Investors, lenders, board members, employees, and customers lost confidence in senior management’s ability to deliver sustainable, profitable growth. But now is the time for renewal. At this conference, respected leaders will share their thoughts about how finance can emerge stronger and better than ever before.

ASUG Annual Conference & Vendor Fair

Date: April 18 - 21, 2004
Location: Atlanta, GA
Register online at: <http://www.pwc.com/extweb/ncevents.nsf/DocID/A812CDDA531AEC0385256DF80068013D>



Don't miss these important security events.

Whether you're focused on resolving enterprise-wide issues, exploring solutions within your business process, or seeking industry-specific applications and success stories, ASUG provides you the venue to network with other SAP customers on the issues and innovations most relevant to you and your business.

Gartner IT Security Summit

Date: June 7 - 9, 2004
 Location: Washington, D.C.
 Register online at: <http://www.pwc.com/extweb/ncevents.nsf/DocID/B2A442EDF6E8E8F185256DF80068E1CE>

This Summit brings together two powerful conferences in creating the definitive event for both private and public-sector IT security professionals. The exceptional scope of this event will provide a range of strategic insight and tactical direction to fully serve the concerns and priorities of IT security executives from Fortune 2000 enterprises, the federal government and the nation's critical-infrastructure entities.

NEW WEBCASTS

SAP and PricewaterhouseCoopers LLP Present: The Corporate Governance, Risk, and Compliance Web Series

The Sarbanes Oxley Act of 2002 coupled with other regulatory and market initiatives have motivated organizations to increase their focus on managing risks through formalized governance, risk, and compliance initiatives. Mitigating risks in an environment with limited dollars available to invest has escalated the need to integrate technology into the risk management process.

PricewaterhouseCoopers and SAP have teamed to host the Corporate Governance, Risk, and Compliance Web series to help you leverage your current SAP environment to enhance your risk management processes. Each session will address specific risk management issues confronting companies today. Representatives of PricewaterhouseCoopers and SAP will share strategies, techniques and tools you can use to improve performance while proactively managing the costs of compliance.

Mark Your Calendar Now!

Plan now to attend one or all of these free sessions. You will come away with advice from the experts on how you can leverage your SAP environment to improve compliance and performance by streamlining your internal controls and utilizing key features of your SAP software.

Join SAP & PricewaterhouseCoopers LLP for this informative Web Series that will explore the following Corporate Governance, Risk, and Compliance topics in detail:

Tuesday, March 16, 2004, 2:00pm ET
Gaining Financial Integrity through Improved Internal Controls

Tuesday, March 30, 2004, 2:00pm ET
Moving Beyond Sarbanes-Oxley – Focus on Corporate Governance, Risk, and Compliance

Tuesday, April 13, 2004, 2:00pm ET
"It's All About Fast" — Accelerated SEC Reporting Requirements

Tuesday, April 20, 2004, 2:00pm ET
International Corporate Governance

View our past webcasts.

ARCHIVED WEBCASTS

Web Seminar: Best Practices in Data Quality

Initial Webcast: February 25, 2004

Duration: 1 hour

Join PricewaterhouseCoopers LLP (PwC) and Firstlogic, Inc. as they kick off their iStrategy Web seminar series with featured speaker Ted Friedman, principal analyst with Gartner, Inc.'s Business Intelligence Infrastructure team. As part of the round table discussion, Mr. Friedman will be exploring questions like....Who's accountable for the quality of your data? How are new regulatory requirements affecting the way you manage your data? Can profiling really help you identify data quality issues? Joining Friedman will be James Ruan, Practice Manager for PwC, and Firstlogic's Frank Dravis, Vice President of Information Quality, in this interactive panel discussion covering data quality and management best practices.

Find out more at: www.firstlogic.com/bestpractices_pwc

Sarbanes-Oxley: How Can I Ensure True Success? A Special META Group and PricewaterhouseCoopers How-To Webcast

Initial Webcast: 13 January 2004

Register online at: www.metagroup.com/htwc011304

Or call META at: 1-800-945-6382

For more information: Contact Sue McKittrick, +1 240 497 0858.

As deadlines draw closer for meeting various elements of Sarbanes-Oxley Act (SOX) compliance, it's no surprise that organisations are at different levels of maturity, comfort, and progress. However, true success involves more than meeting short-term deadlines or minimum compliance levels. It means leveraging compliance investment benefits (e.g., process visibility, transparency, controls) into greater gains, including improved competitiveness. Organisations must balance these tactical and strategic components, and view Sarbanes-Oxley not just as a cost of doing business, but as an opportunity to do business better.

Please join META Group analyst Stan Lepeak along with PricewaterhouseCoopers' Randy O'Hare, partner and chair of the Firm's Sarbanes-Oxley Task Force, for an interactive Webcast addressing SOX needs and highlighting success stories. This session will review Sarbanes-Oxley best-practice compliance processes and supporting IT applications and infrastructure — with an emphasis on longer-term SOX strategic requirements and opportunities.

ARCHIVED SECURITY WEBINARS

Integrated Security Policy Management – Demonstrating Compliance and Security Controls For Your IT Infrastructure

Presented by: PricewaterhouseCoopers and Symantec

URL for viewing: <http://enterprisesecurity.symantec.com/content/webcastinfo.cfm?webcastid=73>

ARCHIVED SARBANES-OXLEY WEBINARS

Microsoft Executive Circle Presents: How does Identity Management Support Sarbanes-Oxley Compliance?

Presented by: Steve Wilkens, Director, PricewaterhouseCoopers LLP; Ashley Arbuckle, CISSP Manager, Security & Privacy Practice, PricewaterhouseCoopers LLP; and Sandeep Sinha, Lead Product Manager, Microsoft Corporation

URL for viewing: www.microsoft.com/usa/webcasts/ondemand/2141.asp

View our past webinars.

PricewaterhouseCoopers On Demand Webcasts

Rebroadcast of Two-part Webcast: "Sarbanes-Oxley: Leveraging Your SAP Environment to Enhance Financial Controls"

Part One - March 20, 2003

Part Two - April 3, 2003

URL for viewing: www.pwc.com/extweb/ncevents.nsf/DocID/C9A3A9AA9241A2AB85256CE50062EB08

ARCHIVED IDENTITY MANAGEMENT WEBINARS

The Power of Roles in Identity Management, Featuring Merrill Lynch – September 18, 2003

URL for viewing: <http://members.netegrity.com/Event.cfm?id=473&campaction=60>

Microsoft Executive Circle Presents: Identity Management in the HealthCare Industry – July 22, 2003

URL for viewing: www.microsoft.com/usa/webcasts/ondemand/2089.asp

Microsoft Executive Circle Presents: Planning for Identity and Access Management Solution – June 17, 2003

URL for viewing: www.microsoft.com/usa/webcasts/ondemand/1987.asp

Netegrity On Demand Webcasts

Best Practices for Migrating from SiteMinder v4.x to v5.5 - July 31, 2003

URL for viewing: www.netegrity.com/events/events.cfm?page=eventsarchived

Real-World Identity and Access Management Deployment Experiences - An Interactive Panel Discussion - June 19, 2003

URL for viewing: www.netegrity.com/events/events.cfm?page=eventsarchived

WANT TO KNOW MORE?

Please contact security.privacy@us.pwc.com, 415.498.7991.