



**FOR IMMEDIATE RELEASE**

## **FARONICS SIMPLIFIES SECURITY WITH NEW APPLICATION CONTROL TOOL**

*Faronics Anti-Executable 5.0 boosts defense against advanced persistent threats, sophisticated malware and zero-day attacks*

**VANCOUVER, B.C., April 17, 2012** – Faronics, a global leader in simplifying, securing and managing multi-user computer environments, has released a new version of Faronics Anti-Executable, the company's flagship application control tool that ensures endpoint security by only permitting approved executables to run on a workstation or server. The new release simplifies application control in the face of increasing attacks via social networking websites, and comes as part of the company's ongoing commitment to providing the most comprehensive layered security suite on the market.

Organizations today are faced with a struggle against ever-complex security threats that standalone solutions can no longer mitigate. While many anti-virus tools offer protection against known spyware and malware, they require extensive staff resources for definition file updates and patches. With vast amounts of new malware emerging every day and the onset of highly-targeted email scams, these definitions simply cannot keep up with this rate of growth – leaving corporate networks exposed to zero-day attacks, mutating viruses or the installation of unlicensed software as a result.

Faronics Anti-Executable allows only approved applications to install and execute by creating a centralized control list that blocks unauthorized executables from infecting machines or causing system degradation. The control list then enables enterprise-wide policies to be set and managed through specific user groups, eliminating the time-consuming process of updating each workstation on a per user basis.

“Many of today's security approaches have become virtually ineffective, as they continue to be based on the same old technologies that are often ill-equipped to protect against emerging threats,” said Dmitry Shesterin, VP, product management at Faronics. “In this age of social networking, employees can inadvertently pose a serious security risk simply by clicking a link from a ‘trusted’ Facebook friend or LinkedIn connection, for instance. With today's cybercriminals able to bypass so many conventional defenses, managing IT security has never been more difficult. As such, the only way to ensure total protection of the corporate network is to introduce layered security policies that can adapt in line with the evolving threat landscape.”

Key features and end-user benefits of the new release include:

- **Enhanced security.** Confidential data is protected from exposure to malicious third parties using keyloggers and spyware to access the corporate network. Zero-day, targeted attacks and mutating viruses are combated through application control lists without the need for constant definition updates
- **Flexibility.** Centralized control of applications and policy-based user groups make it easier for administrators to create and maintain lists of approved executables

- **Lower costs.** By preventing system degradation from unlicensed software, Anti-Executable 5.0 reduces the amount of time that IT teams spend on troubleshooting employee workstations. The lifespan of hardware is maximized by ensuring efficient performance. Systems and bandwidth integrity is preserved
- **Productivity.** Full system availability is preserved through prevention of performance degradation and the running of unauthorized applications and malware. Employee productivity is increased by removing distracting applications from their computers

“Preventing unauthorized programs from wreaking havoc on a corporate network is a mission-critical task – and with that in mind, a key component of Anti-Executable 5.0 is the introduction of application control lists, which act as a safety net should malware slip past other security tools,” continued Shesterin. “At Faronics, we have always recommended a layered approach to security that combines Faronics Anti-Virus with the instant system restore solution Deep Freeze, as well as Faronics Anti-Executable. In support of this, we are constantly innovating to ensure that customers get the most up-to-date, robust protection to minimize the financial costs and reputational damage of failed security.”

Faronics Anti-Executable 5.0 is available now, and further details can be found here:

[http://www.faronics.com/assets/AE5-0\\_V1\\_Datasheet\\_EN.pdf](http://www.faronics.com/assets/AE5-0_V1_Datasheet_EN.pdf)

#### **About Faronics:**

With a well-established record of helping businesses manage, simplify, and secure their IT infrastructure, Faronics makes it possible to do more with less by maximizing the value of existing technology. Faronics is the only endpoint security software vendor to offer a comprehensive layered security solution consisting of anti-virus, application whitelisting, and instant system restore protection. Incorporated in 1996, Faronics has offices in the USA, Canada and the UK, as well as a global network of channel partners. Our solutions are deployed in over 150 countries worldwide, and are helping more than 30,000 organisations.

For more information visit [www.faronics.com](http://www.faronics.com)

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