

# Media Sourcing Simplifies Secure Enterprise Grade Content Delivery

*Latest Release Provides Role-Based Data Assurance and Integrations into Leading Security Management Tools*

**Austin, Texas – March 19, 2007** – Media Sourcing, the leading provider of secure, assured digital delivery, today announced the general availability of version 1.5 of its secure assured delivery product suite which dramatically simplifies the process of securing data transfers and providing assurance of content delivery. The enhancements in this version build on the strength of Media Sourcing's breakthrough solutions to now provide context sensitive roles and integration into IBM Tivoli and synchronization with industry leading security management tools.

Media Sourcing provides a digital parcel delivery system with multiple layers of security to protect confidentiality, provide surety of identification (non-repudiation) and allow business class prioritization, all from an easy to understand end-user interface. These solutions also act as a secure, assured delivery layer that can be integrated into existing applications or green-field Services Oriented Architecture (SOA) applications. This provides HIPAA compliant solutions to the healthcare industry, "digital chain of custody" solutions to the eDiscovery / legal industry and solutions to track and secure confidential data and documents for all industries.

"End-users and application developers require the ability to move data securely and be assured of proper delivery, but most solutions are difficult to understand and hard to deploy," said Larry Ketchersid, CEO of Media Sourcing. "We have worked with our customers to continually enhance ease of use, ease of integration and ease of deployment for both developers and end-users. For application developers we've made it even easier to integrate their applications with our auditable, secure, prioritizable delivery system. For end-users, we provide 'Security without Pain', simplifying usability while keeping layers of security and auditability transparent to the user. This provides the ability to deploy rapidly while reducing support overhead"

Version 1.5 enhancements include:

- **Role context clients:** This strengthens Media Sourcing's Data Messenger™ role-based capabilities, now providing context sensitive roles. This ensures users only have visibility into features they are authorized to use, further simplifying support and rollout requirements.

- **Secure auto-upgrade:** This allows Data Messenger™ to automatically receive and install critical security and functionality updates as required. This ensures that the data delivery system is operating at its optimum providing the highest level of security and simplicity for customers' data transfers.
- **Connector for IBM Tivoli Access Manager:** This provides fast integration with IBM's Tivoli Access Manager (TAM) to quickly and easily provide authentication, authorization and security policy through TAM. This also allows new customers and existing IBM Tivoli customers to utilize the Media Sourcing solutions with user information currently kept in LDAP, Notes Domino, Active Directory and other standard repositories.
- **Directory integration utilities:** In addition to the integration into IBM Tivoli, Media Sourcing now provides the ability to perform programmatic synchronization of data with System-of-Record applications including Siebel, SAP and Oracle.

#### **About Media Sourcing**

Media Sourcing offers a high-performance suite of commercial strength data content distribution solutions to solve costly business transaction problems of moving data and documents with security and assurance. Providing 'Security without the Pain', these practical solutions (Data Messenger™, Command Messenger™, Secure Replicator, Digital Hub) provide secure, reliable, cost-efficient and timely delivery with easy to use and simple to integrate solutions that reduce delivery costs and cycle time while improving automation. Media Sourcing's products are certified Ready for IBM Tivoli and Ready for IBM Linux.

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