



Avenda Systems' eTIPS Named a 2009 Hot Product for PCI Compliance by CRN Magazine

Everything Channel's CRN magazine recognizes Avenda's eTIPS platform for addressing nine of the 12 requirements for PCI DSS compliance

Santa Clara, Calif. – Nov. 12, 2009 – Avenda Systems, the innovator in identity-aware network security, today announced that its award-winning eTIPS secure access solution has been recognized as a [2009 Hot PCI Compliance Product by Everything Channel's CRN Magazine](#). CRN is recognized for providing news, analysis and perspective to the solution provider community.

Of the hundreds of products CRN looks at each year, Avenda's eTIPS was recognized as a product easing organizations' Payment Card Industry Data Security Standard (PCI DSS) compliance efforts for its unique ability to secure user privileges and access rights to sensitive cardholder information, starting with the user and endpoint access point and extending to the enforcement of policies for the networking devices via 802.1x. Avenda's eTIPS addresses nine of the 12 requirements for PCI DSS compliance.

In one example, PCI DSS Requirement 10 provides guidelines for detailed logging and audit trails based on minimum data elements. Avenda's eTIPS policy management combines administrative, monitoring and reporting functionality within a centralized IT user interface to provide dashboards for all session activities, canned and custom filters for monitoring, report generation, and archiving of all data for more than a year.

In addition, per July 2009 wireless guidelines, eTIPS can assist in identifying rogue wireless access devices, generate alerts and perform periodic scans of all WLAN sites.

To view CRN's write up of Avenda Systems:

<http://www.crn.com/security/221600140;jsessionid=AF3FNEQWIMYMXQE1GHOSKH4ATMY32JVN?pgno=14>

"It's rewarding to be recognized for the advancements we bundle into eTIPS for controlling users and devices connecting to the network, aiding in PCI compliance efforts," said Krishna Prabhakar, Avenda CEO and founder. "Avenda offers CRN's reseller audience a viable solution for their customers in search of PCI compliance related to network access."

About Avenda

Avenda Systems introduced the industry's first multi-function platform for network access security that breaks through past deployment barriers – complexity, compatibility, compliance and cost. Avenda's flagship eTIPS solution is a scalable AAA platform that utilizes identity-based policies for access control, endpoint health and device authorization for wired, wireless and VPN networks. Further information: www.avendasys.com

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