

A White Paper on Web and Data Security Issues: A security checklist for decision makers¹

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¹ This White Paper (the first in a series) was authored by Morris Panner, Chief Operating Officer, and Geoffrey Crawshaw, Chief Technology Officer of OpenAir.com, Inc.

Executive Summary

The Internet has brought dramatic change to the business landscape, enabling companies to realize previously unachievable efficiencies by leveraging the power of the Internet to link employees, clients, vendors and other stakeholders through a global network.

OpenAir.com, Inc. ("OpenAir") allows its clients to truly take advantage of the best the Web has to offer. By using OpenAir, a company can:

1. Pursue business opportunities (using an automated proposal system and resource planner);
2. Deliver service more effectively (capturing time and expense data and tracking it against a Web-based project management system); and
3. Improve financial management (automating billing processes and providing seamless integration into existing accounting systems).

Relative to traditional client-server technology, OpenAir provides an overwhelming cost advantage (no capital expenditures or software updates) and greatly improved access to critical company data through the worldwide web.

Still, releasing company data, arguably a company's most valuable resource, into the hands of any third party, raises questions of safety and security. The following questions and answers address these issues.

Who is OpenAir.com?

OpenAir is a leading company in the professional services automation industry, bringing efficiency and productivity gains to businesses of all sizes.

OpenAir came out of a service business – our CEO, William O'Farrell, is the former CEO of SpeechWorks (NASDAQ:SPWX), a speech recognition development and consulting firm – so the Management Team understands the importance of meeting and exceeding customer expectations. OpenAir was developed to respond to the challenges facing an emerging professional services firm in the new economy, and we think that our expertise can assist you.

We are about 18 months old and have already had a powerful impact on the market. We have gained the confidence of more than 40,000 users and the investment community as well. We are backed by, among others, Fidelity, the global mutual fund firm. Fidelity sits on our board of directors, as does 3i, the largest venture capital fund in the world outside of the US and which is publicly traded in London.

What is the OpenAir philosophy toward your information?

Our basic philosophy is that we are providing mission critical applications to your business with the highest possible level of professionalism.

We have worked closely with our partners at Fidelity and others from the financial community to develop a security model that would meet, if not exceed, their standards.

In this regard, we look at ourselves as a bank – a bank that holds your data.

OpenAir does not sell or distribute your company or client data to any third party. We use your data for customer support and for our own communications purposes only. Your company owns your data and you are able to download your data at any time.

We have instituted a series of internal policies and procedures to ensure that we put our philosophy into action, including strictly limiting who can access your data and enforcing employment agreements and providing training to ensure that your confidentiality is respected.

Who makes sure that OpenAir lives up to its word?

OpenAir has retained two independent agencies to ensure that we comply with our policies and procedures with respect to (i) the security of your data, and (ii) your privacy.

The nationally-recognized firm VeriSign™ certifies our site security on an ongoing basis. Specifically, we have been certified as a VeriSign “Secure Site” where you can submit sensitive data with confidence. We maintain our certification on our site at all times and this certification is accessible to you through a link on our site.

Your privacy is protected through the assurance of the nationally-recognized firm Trust-e™, which ensures our privacy policy. Again, we maintain our certification on our site 24x7 so that you can rest easy. In addition, we provide a link on our site to Trust-e so that if you have any concerns or issues, you can speak directly with our outside auditors.

Where does OpenAir keep your data?

OpenAir has partnered with the world-leading expert in data hosting, Exodus Communications™. No center in the world provides a more secure data warehouse facility. Our decision should come as no surprise – Yahoo, AOL and others have made the same choice.

At Exodus, our system is guided by three principals: (1) your data should always be available to you and those whom you designate; (2) your data should be secure; and (3) your data should be backed-up so that it won't be lost.

OpenAir and Exodus have worked together to develop a plan to ensure that we meet these three goals. It has been our most significant single capital expenditure.

How does OpenAir protect your data?

There are three layers of security systems protecting the physical integrity of your data, as discussed below:

1. How is data protected between your site and OpenAir?

We protect your data when it is transmitted between you and our site as outlined below:

- We provide you the option to protect all data flows with state-of-the-art 128 bit SSL encryption.
- Every user must be authenticated with a Company ID, User ID and Password in order to gain access to your data.

2. How is data protected once it reaches OpenAir?

We protect your data at our data bank facility with the same level of care that a bank or mutual fund would safeguard your money. Here is how we do it:

- Our Exodus facility is guarded 24x7 by certified security professionals employing state-of-the-art identification and video monitoring equipment. No one enters the Exodus facility without proper clearance.
- Within Exodus itself we have developed a world-class data storage facility with multiple tape backups done on a daily basis. The technology underlying our data storage is a Xiotech RAID 10 system. Working in combination with ArrowPoint (a division of Cisco) load balancing technology, OpenAir can ensure that your data is available and protected. Hardware is equipped with redundant drives and power supplies.
- Also, on site at Exodus, we ensure redundant power supply through a reliance on multiple power grids, UPS's and diesel generators. We also rely upon redundant bandwidth to ensure access to the system. We also maintain backup hardware and parts on site. Both OpenAir and Exodus monitor systems on a 24x7 basis.

3. How do we keep your data safe from outside intrusion?

We protect against outside intrusion to our data facility, using sophisticated technology against virus threats and outside intruders. Here is how we do it:

- OpenAir Web servers, application servers and data storage servers are protected by multiple firewalls. The load balancers in our system are also protected by firewalls.
- For larger firms with dedicated data transfer needs, OpenAir provides the capability to enable a Virtual Private Network (VPN) between the OpenAir site and the client site. To enable this technology, the client must have the proper infrastructure on site (please contact us for a consultation with our Professional Services Department for more details on this).
- Added to the above is a sophisticated system to ensure ongoing intrusion detection and vulnerability scanning. This is an ongoing effort in which we adjust our systems to counter emerging threats.

Can OpenAir handle your data and growth needs?

OpenAir software engineers built the system specifically for the Internet. This makes an enormous difference since our software is designed to run for a large number of users from many different locations. Here are a few of the design features which distinguish us from other services on the market today:

- OpenAir is an application designed for use exclusively on the Web ensuring easy-to-use user interfaces, fast page loads and response times and access by any user with a standard Web browser and Internet connection.
- OpenAir uses open-source technologies including distributed mysql databases to ensure scalability to store and process a very large numbers of records.
- The OpenAir application is written in object-oriented Perl and deployed under mod_perl. Mod_perl is an extension to the Apache web server that runs the application in-process avoiding any CGI overhead.
- OpenAir.com Web pages are written predominately in HTML with some Javascript.

How do we ensure your satisfaction?

OpenAir has the best Service Level Agreements (SLA) in the industry. Upon entering into a contract with OpenAir, our professional sales and development staff will provide full documentation.