



HP Strengthens Enterprise Security Solution with Service for Controlling Access to Applications

Application Digital Vaccine ensures performance and availability of critical systems

BARCELONA, Spain, Oct. 5, 2010 – HP today introduced the [Application Digital Vaccine Service \(AppDV\)](#), adding application control functionality to its existing industry-leading security offerings.

AppDV, from [HP TippingPoint DVLabs](#), enables clients to keep business systems available and running at peak performance by limiting non-critical network traffic and decreasing the risk of downtime from security threats.

For many users, continuous connection to social media sites like Twitter and LinkedIn – even for work activities – has blurred the line between their personal and professional lives. While at an individual level use of these sites may seem harmless, widespread usage of multimedia and web applications can cause network performance degradation and expose the enterprise to threats. With AppDV, organizations can easily block or limit usage of non-business applications to ensure optimum performance of business-critical systems.

AppDV is an integrated solution that simplifies security management and operation. It consists of specifically designed filters that are delivered to the [HP TippingPoint Intrusion Prevention System \(IPS\)](#). The filters can be selected and managed from a centralized, easy-to-navigate platform, providing clients an integrated solution that simplifies security management and operation.

“Businesses need to control access and usage of non-corporate applications to limit exposure to security risks while maintaining system performance,” said Will Gragido, product manager for HP TippingPoint DVLabs. “AppDV allows clients to benefit from the collaboration and promotional opportunities offered by sites such as YouTube, Twitter, iTunes and LinkedIn without exposing their networks to security risks or negatively affecting their bandwidth.”

HP’s Converged Infrastructure integrates data center components to ensure consistent and reliable delivery of business applications. Integrating AppDV into the HP TippingPoint IPS delivers a platform that combines application security, network security and application control. Client benefits include:

- Improved performance and efficiency of business-critical systems by blocking access to bandwidth-hogging applications like file-sharing or peer-to-peer (P2P)

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programs. This ensures consistent and continuous application availability.

- Greater productivity with the ThreatLinQ portal, an easy-to-use platform for designing application control policies that provides a central location to view and manage filters. Clients can quickly select prepackaged filters to enforce application access controls broadly or specifically with just a few clicks.
- Enhanced threat protection by limiting use of third-party applications within other programs such as YouTube. These intrusive applications are rarely controlled by the vendor and can be a source of security attacks.

AppDV is currently available for all clients using the HP TippingPoint IPS with an account on the [ThreatLinQ](#) portal.

More information about the HP TippingPoint portfolio is available at www.hp.com/go/networking. HP TippingPoint products also are part of the HP Secure Advantage portfolio of HP products and services. More information on Secure Advantage is available at www.hp.com/security.

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