Haystax and Franz Inc. Partner to Deliver Insider Threat Detection Solutions

Oakland, CA and McLean, VA – January 13, 2015 – Haystax Technology, Inc., and Franz Inc., announced a technology partnership that will enable Haystax to leverage Franz's AllegroGraph technology for patented algorithms and sophisticated behavior models used in Haystax's insider threat detection solutions. Haystax's solutions, which are being rapidly adopted by the U.S. government and Fortune 500 companies, are more advanced than traditional rules-based and brute-force processing approaches in identifying the types of risks and the potential impact of their actions that individuals pose to an organization.

"Today's leading companies understand that there is incredible value in accurately predicting risk," said Dr. Jans Aasman, CEO of Franz. "This realization is driving demand for sophisticated analytics using semantic graph databases that can ingest and enrich data from diverse sources – such as corporate email, documents, spreadsheets, customer support logs, and social networks – in order to provide relevant, timely and actionable information."

Graph databases, like AllegroGraph, are one of the new technologies encouraging a rapid re-thinking of the analytics within the social media landscape. By tracking relationships – in a network of people, organizations, events and data – and applying reasoning (inference) to the data and connections, powerful new answers and insights are enabled.

"The active monitoring of social media channels for information about an individual, organization or brand, is becoming common in the private sector as companies listen to

gauge brand sentiment and competition," said Bryan Ware, CTO of Haystax. "Mining social media for commercial applications, including predicting risk, due diligence, investigations, and security-related incidents, provides timely, relevant details to enhance such inquiries."

Haystax's predictive models are continuously updated based on the prevailing threat environment making it highly suitable for both detection and continuous evaluation of threats. These unique models go beyond traditional web and business intelligence to enable organizations to achieve contextual real-time situational awareness by fusing all operationally relevant information — private, public, video and live feeds — into consolidated views to show patterns and identify threats that are usually buried in too much noise or not placed in proper context.

WEBCAST — Join Haystax and Franz on January 21, 2015 at 1PM EST to learn more about "Insider Threat Detection Solutions", View the recording now, space is limited.

About Haystax

Haystax Technology, Inc. is a leading provider of advanced analytics and cybersecurity solutions. Haystax provides a full range of services and analytic products to protect and certify mission-critical information and real-time actionable intelligence for total enterprise protection. Haystax solutions are relied upon everyday to protect against threats to some of the most mission critical and high profile networks and institutions in the world. Haystax Technology is headquartered in McLean, Virginia, with offices in Herndon, Va., Raleigh, N.C. and San Francisco. For more information about Haystax, visit http://www.haystax.com or follow Haystax on Twitter @haystaxtech.

About Franz Inc.

Franz Inc. is an innovative technology company with expert knowledge in developing and deploying graph search solutions. AllegroGraph, Franz's high-performance, transactional, and scalable graph database, provides the solid storage layer for powerful Enterprise grade NoSQL solutions. Franz's products and professional services are uniquely positioned to help bring your complex ideas to reality.

AllegroGraph's Activity Recognition capabilities provides a powerful means to aggregate and analyze data about individual and organizational behaviors, preferences, relationships, plus spatial and temporal linkages between individuals and groups. Franz customers include Fortune 500 companies in the government, life sciences and telecommunications industries.

For additional Franz Inc customer success stories please visit:

- AllegroGraph – https://allegrograph.com/customers
- Allegro CL – https://franz.com/success/
- Allegro NFS – https://nfsforwindows.com/customers

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