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PURE ENTROPY'S PRODUCTS PUT LOCK ON DATA

(Pure Entropy Technologies is an affiliate of Encryption Security Solutions and uses the same encryption technology.)

Background

Company: Pure Entropy Technologies

Owners: Thomas DeAgostino and two partners

Location: Troy

Website: www.pureentropy.com

Data encryption is a hot-button topic with businesses throughout Michigan and the U.S. Pure Entropy Technologies is working with commercial clients and the federal government in this area.

The company provides the highest level of encryption security services and performance to ensure critical information is secure. They have developed a cutting-edge technology considered at the forefront of its industry. One of Pure Entropy's most important products is Hard

Drive Protection capable of protecting all computer hard drives and in particular, laptops, from unauthorized access to data.

That is why Pure Entropy Technologies, founded in May 2006 by a developer, lawyer and serial entrepreneur, is thriving. Much of the company's government work is confidential, but one of the owners, Thomas DeAgostino, shared the company's vision and goals with free-lance reporter Mike Scott.

Q. What is unique about your HDP application?

A. We distinguish ourselves from the competition by using a unique and innovative streaming encryption/decryption cipher that requires very little overhead on the resident computer and encrypts any form of data including alphanumeric, audio and real-time streaming HD video. Unlike the competition, our streaming cipher doesn't rely on block ciphers, which are traditionally plagued with processing delays and limitations on data. It can encrypt and precludes true real-time encryption.

Pure Entropy has seven encryption products under development. We expect each product to have a major impact on current security systems utilization, based on market needs.



Thomas DeAgostino | Suzanne Yurenka

Q. Define encryption.

A. Encryption is the final line of defense against data theft. When your firewall fails, and it will, encryption prevents the thief from recovering meaningful data. It is essentially locking data in a vault watched over by three on-guard Dobermans. It is as close to 100 percent safe as we can get.

Q. Who are your customers?

A. A combination of commercial and governmental clients. We offer two versions of our proprietary encryption algorithm. The government is interested in the military algorithm, which it will adapt for many classified uses. This algorithm uses a 2,048-bit key. Our commercial algorithm uses a 256-bit key in our streaming cipher. This methodology sets us apart from the competition, who use substantially weaker forms of streaming encryption.

We have a few products on our commercial side including some that are in, or close to beta testing. Hard Drive Protection is a hard drive encryption solution for desktops or laptops. Drag-and-Drop provides for encryption and decryption of e-mail attachments and encrypting files or folders to the hard drive.

We also provide Intellectual Property Protection that precludes the copying, printing and transferring important company I.P., such as training manuals and blueprints.

Q. Who do you target within your governmental and commercial clients?

A. What I can say is that highly placed government officials have confirmed we are the only company in the world that can provide streaming real-time encrypted HD video. The applications for this technology are boundless. Imagine the uses this technology could be adapted for by the military, intelligence agencies, Homeland Security and Federal law enforcement agencies.

On the commercial side we have initially targeted Michigan companies and plan to expand. Our target market employs between 10 and 1,000 individuals. We have also had discussions with locally based original equipment manufacturers, Fortune 50 and 100 companies about joint ventures or strategic alliances. The ideal customer is one who has to contend with governmental regulations such as HIPAA.

Q. Do most businesses understand the importance of encrypting their information?

A. According to the Ponemon Institute, only 4.2 percent of all companies have an enterprise wide encryption solution. We offer advanced encryption standards that are more secure, faster, transparent to the user and simple to understand and use.

Many companies have encryption programs, but they aren't used or aren't used correctly. If the Department of Defense, for example, can be compromised, what company today can be considered safe? Hackers are often more sophisticated than the guardian of data.

Q. How are you funded?

A. We completed our initial funding from angel investors. With these funds we are moving forward rapidly to complete several of our most significant encryption products, bringing them to the commercial and retail marketplaces in the very near future.

We expect to announce a Phase Two Investment Plan offering additional opportunities to interested parties soon.

Q. Why is Oakland County a good place to have your firm?

A. We have over 2,200 companies in our target sweet spot within a mile of our office. We have been fortunate to make contacts with and receive confirmation at the highest levels of government for work with (federal entities). And the support we have received locally, particularly from Automation Alley, has been extensive.

Mike Scott