![Aranca logo]

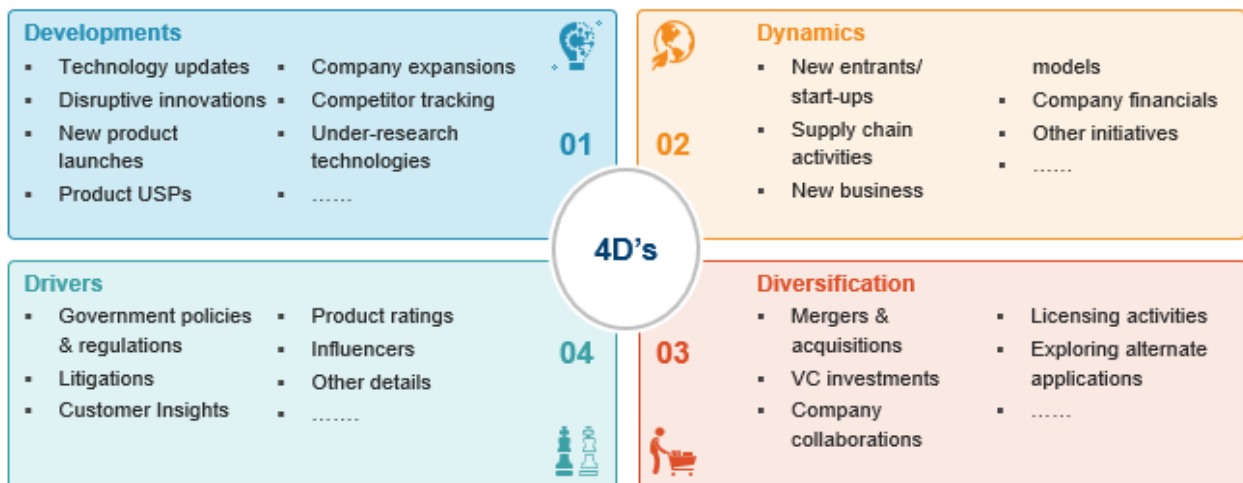# INTELLOTRACKER

DATA SECURITY FOR ENHANCED CYBERSECURITY

JUNE 2023

ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS….

Developments
- Technology updates
- Disruptive innovations
- New product launches
- Product USPs
- Company expansions
- Competitor tracking
- Under-research technologies
- …….

01

Dynamics
- New entrants/ start-ups
- Supply chain activities
- New business
- models
- Company financials
- Other initiatives
- …….

02

4D's

Drivers
- Government policies & regulations
- Litigations
- Customer Insights
- Product ratings
- Influencers
- Other details
- …….

04

Diversification
- Mergers & acquisitions
- VC investments
- Company collaborations
- Licensing activities
- Exploring alternate applications
- …….

03

DEVELOPMENTS

Technology/Innovations		Researchers at the University of Oxford and Carnegie Mellon University have developed an algorithm, by testing GPT-2 & Wave RNN, that conceals sensitive information so effectively that it is impossible to detect anything hidden. *Source: HelpNet Security Blog*
Technology/Innovations		Researchers at the University of Wurzburg, Germany have presented AuthentiSense, a user-agnostic, scalable, and efficient behavioral biometrics authentication system for mobile platforms for securing large amount of online personal data. *Source: NDSS Symposium*
Under-research technologies		Research aims to implement an Artificial Intelligence-based Lightweight Blockchain Security Model (AILBSM) to ensure privacy and security of data in the Cloud or on the Edge of network of IIoT systems. *Source: Journal of Cloud Computing*
New product launches		Microsoft introduced Adaptive Protection in Microsoft Purview to power data security with people-centric intelligence, by leveraging the built-in and ready-to-use machine learning models in Microsoft Purview Insider Risk Management. *Source: Microsoft Blog*
New product launches		QuSecure achieves critical breakthrough in Post-Quantum Encryption over public internet – closes loop for end-to-end Quantum-Safe Data security with its recent launch of QuEverywhere™. *Source: BusinessWire*
New product launches		IBM announced its new IBM Storage Defender solution including Cohesity's data protection as an integral part of the offering to fight the impacts of breaches and cyberattacks, using IBM Storage FlashSystem Safeguarded Copy and hybrid cloud. *Source: IBM Press Release*
Company expansions		Lenovo Cybersecurity Innovation Center was established in cooperation with cyber security research center of Ben-Gurion University of the Negev to incorporate solutions in Lenovo's ThinkShield for data protection and security. *Source: BusinessWire*

DYNAMICS

Other initiatives		Dell Technologies enhanced cyber resiliency through AI-powered software and operational security, driving Zero Trust and reducing cyberattack risks with multicloud data protection. *Source: Zawya Press Release*

DIVERSIFICATION

Company collaboration		UK specialist cyber security company, CyberHive announced a new partnership with carbon-neutral data centre company, Carbon-Z for securing critical data and communications from cyber threats. *Source: CyberHive Blog*
Company collaboration		Dubai Electricity and Water Authority (DEWA), in collaboration with Moro Hub (Data Hub Integrated Solutions LLC) inaugurated its Cyber Security Innovation Lab to ensure business continuity and swift recovery from incidents and protect data security. *Source: Government of Dubai Blog*
Company collaboration		CommSec announced a new partnership with Forcepoint through their platform Forcepoint ONE to manage security across an enterprise's network while keeping attackers out and sensitive data in – all managed from a single console. *Source: CommSec Press Release*
Company collaboration		VicOne and DFI Expand Partnership to Provide Advanced Embedded Automotive Cybersecurity Solutions for Safely Integrating Connected Cars and Smart Cities, thus making it safer to share data in vehicle-to-everything environments. *Source: BusinessWire*
Company collaboration		Four Inc., a federal aggregator, announces partnership with MixMode to offer advanced AI Cybersecurity Solutions to government agencies. *Source: Security Boulevard Blog*
VC Investments		Votiro, a zero-trust content security company, has collected $11.5m in its Series A funding round. The company claims to be revolutionizing file security and safety via enhanced data detection and analytics capabilities. *Source: FinTech Global*
VC Investments		Oleria announced that it has raised $8 million as part of a seed funding round. The organization customizes the authentication process according to the level of risk posed by a connection to secure the sensitive data assets and access. *Source: VentureBeat*
VC Investments		Secuvy, an AI-powered, cloud-native platform, announces new investments from Dell Technologies Capital and WestWave Capital to modernize data privacy and security. *Source: BusinessWire*

	DRIVERS
Government policies	The Biden-Harris Administration released the National Cybersecurity Strategy to secure the full benefits of a safe and secure digital ecosystem for all Americans. *Source: The White House Press Release*
Influencers	According to Gabriel Leung (MD, Hewlett Packard Enterprise, HK and Macau), blockchain allows enterprises to choose the level of security required for all the data, or for specific cases, facilitating strong technical security measures such as encryption. *Source: CIO World Asia*
Others	The National Institute of Standards and Technology (NIST) has selected a group of cryptographic algorithms called Ascon as the lightweight cryptography standard to protect data flowing through IoT devices. *Source: NIST Website*

SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

IP STRATEGY	TECHNOLOGY INTELLIGENCE	GROWTH & STRATEGY
How best can we proactively manage and monetise our technical knowhow / intellectual property?	How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?	Which technologies do we invest in? How do we ensure quick wins? Speed to market?

IP STRATEGY	TECHNOLOGY INTELLIGENCE	GROWTH & STRATEGY
▪ IP Portfolio Analysis	▪ Competitor Benchmarking	▪ R&D Strategy Roadmaps
▪ IP Monetisation	▪ Tech / IP Landscapes	▪ Technology Scouting
▪ IP Valuation	▪ Technology Watch	▪ Open Innovation
▪ Prior Art Searches	▪ Market Analysis / Trends	▪ Product Development

GROWTH ADVISORY

INVESTMENT RESEARCH & ANALYTICS

VALUATION & FINANCIAL ADVISORY

TECHNOLOGY RESEARCH & ADVISORY

PROCUREMENT & SUPPLY CHAIN INTELLIGENCE