VisNetic SafeFile

Competitive Analysis

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Deerfield.com

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1   INTRODUCTION

1.1   Executive Summary

This market analysis is designed to provide information on the present and upcoming competition for VisNetic SafeFile,

1.2   Product Definition

For the purposes of this analysis the following VisNetic SafeFile baseline information is used:

VisNetic SafeFile

Distribution: ESD

Price Range: $69.96 USD - $7799.95 USD

License Sizes:

Features:

- Real time file and folder protection - 'On the fly' disk encryption technology ensures that your data is safe all times. Simply drag and drop to encrypt.

- Fast Encryption - You will barely notice the difference in speed as compared to a regular copy paste function.

- No Format Limitations – Encrypts every kind of file format, whether it is textual, tabular, graphical, database, aud video.

- Virtual Drive - When you start SafeFile, the virtual drive will appear as a drive in your "My Computer" folder within Windows Explorer. You can even view it through the MS-DOS prompt. Once the virtual drive is loaded, you can c move, delete and drag and drop files just as you would with any other hard disk. Once unloaded, with a single cli your data gets encrypted.

- Standard Windows functions such as cut, copy, paste, new file / folder creation, etc. can be used within the encrypted drive.

- Customized, easy to remember passwords - The length of your password/phrase can be an alphanumeric combination of up to 100 characters; hence you can use longer phrases that are easier to rememb as your password.

- Symmetric encryption system – Allows you to encrypt an infinite amount of data, from 1 Megabyte to 2 Gigabytes data in dedicated areas on your hard disk(s).

- SafeFile can create volume files on removable media. This allows for the flexibility to store and port data on removable media like Zip disks, tape drives, etc.

- SafeFile works with most 32 bit versions of Microsoft Windows, on file systems such as FAT, FAT12, FAT32, NT NTFS with EFS, etc.

- Up to four virtual drives can be accessed at any one time, chosen from a selection of as many volumes as the available disk space allows.

- Encrypted Backups are a standard feature using standard backup software/hardware, ensuring safety and integrity of data.

1.3   Market Description

For the purposes of this analysis, the following general VisNetic SafeFile market definition is used:

Small to medium businesses and enterprise organizations seeking to implement desktop file encryption.

2   COMPETITION IDENTIFICATION

The following potential VisNetic SafeFile competitors have been identified in the market described above.

Core Competitors

Each competitor identified offers features or benefits that are significantly similar to those of VisNetic SafeFile and has an established market presence.

- o   Advanced Encryption Package 2002 Professional
- o   ABI Secure Pro
- o   Encryption Plus Folders Enterprise
- o   Private File
- o   EasyCrypt

3   APPENDIX A: CORE COMPETITORS

SecureAction Research

3.1   Product: Advanced Encryption Package 2002 Professional

Company	SecureAction Research
Address	Prospect Pobeda 111, 74, 440047 Penza, Russia. EUROPE
Phone	**USA:** Telephone: +1-501-421-3143 Fax: +1-501-421-3143
URL	http://www.secureaction.com/encryption_pro/
Email	Email: support@secureaction.com
Distribution	ESD – online or mail order
License Sizes Price Range	**Home** **Business** Single user $39.95 $49.95 2 users $75.60 $94.50 5 users $185.00 $231.25 10 users $360.00 $450.00 15 users $510.00 $637.50 Site License Contact: support@secureaction.com
Features	Easy in use Handy interface (with skins support + 13 skins in standard downloadable package!) Ability to **encrypt text** to send it safely via your **email** or chat program like Outlook Express, Eudora, The Bat, ICQ, AOL Messenger, Microsoft Messenger and etc. Ability to **encrypt files** Ability to send encrypted files via Internet Statistically impregnable against brute force attacks (at least 1032 billions years for the fastest computer in existence to break the key). For encryption and protection your important documents, AEP2001 uses 17 strong encryption algorithms: DESX, BLOWFISH, RIJNDAEL (AES), CAST,3-DES, RC2, DIAMOND2, TEA, SAFER, 3-WAY, GOST, SHARK, SQUARE, SKIPJACK, TWOFISH, MARS, SERPENT Full .ZIP support AEP2002 PRO can browse for existing .zip archives, extract its contents and even create new .zip archives! Built in **file shredder** - i.e. **wiping** the contents of the original pre-encrypted file beyond recovery **to make sure** that not even a trace remains after shredding. (matching and exceeding the specifications of the U.S. Department of Defense) to stop hardware recovery tools. Built in **compression** of files **to reduce size** in transmission No "back door" in the software - No access possible under any circumstances. If you do not remember the password you cannot access the encrypted contents. There is no special procedure, secret code, or hidden entry method to fall back on. AEP2002 PRO encrypts **every kind of file** on every kind of medium, whether floppy disk, removable hard drive, zip drive, tape drive or other Ability to make **self-decrypting files** for sending to people who do not have AEP2002 PRO. The program can be used to create self-extracting files. The recipient can unlock the data by just starting the self-extracting file within Windows and entering the combination. The only requirement for self-extracting files is that the recipients must be running some form of Microsoft Windows. All they need is a key to access the contents i.e. a totally secure system is possible without any modification of existing mail systems using any mail system that supports file attachments. AEP2001 integrates itself into Windows (TM) Explorer, thus, you can encrypt/decrypt/shred files directly from Windows Explorer window using Explorer's context menu.
Trial version	30 day trial version

ABI Software Development

3.2   Product: ABI Secure Pro

Company	**ABI Software Development**
Address	#1117 - 650 Queens Quay W. Toronto, Ontario M5V 3N2 Canada
Phone	Business: 1-416-878-8500
URL	http://www.abisoft.net/securepro.html
Email	**support@abisoft.net**
Distribution	ESD
License Sizes	Single server or workstation license: $99.99 US
Price Range	
Features	File automation queue with an advanced engine that will allow you to delay and repeat encryption /decryption of files. This is done by specifying the date and frequency of each file you add to the file automation queue. Command line interface that allows you to encrypt/decrypt files from the MS-DOS prompt and Windows batch files. Ability to create self decrypting files that can be decrypted by anyone that does not have SecurePro installed on their PC. Rich cryptographic library including encryption algorithms: AES (256 bit), Blowfish (448 bit), Triple DES (168 bit) Verification feature that allows you to know if the encrypted files have been tampered with. Ability to compress encrypted files for easier storage. An option to specify an alternative destination path where your files will be stored after encryption/decryption. An option to destroy or preserve files after encryption. An option to specify forbidden directories and files to prevent accidental encryption. Advanced logs that keep a specific records of all actions performed by SecurePro. Password protection to access SecurePro
Trial version	Yes

PCGuardian

3.3   Product: Encryption Plus Folders Enterprise

Company	**PCGuardian**
Address	USA World Headquarters: PC Guardian 1133 E. Francisco Blvd. San Rafael, CA 94901-5427
Phone	Phone: (415) 459-0190 Toll Free: (800) 440-0419
URL	http://www.pcguardian.com/software/folders_e.html
Email	[Sales query form](#)
Distribution	ESD
License Sizes	The minimum order is for a 50-user license, priced at $4,500.
Price Range	Single user license available for **List Price: $99.95**
Platforms	Encryption Plus® Folders Enterprise will run on any Windows 95/98 and Windows NT/2000/XP standard configuration.
Features	**Protect Corporate Data with a Powerful Algorithm** Encryption Plus® Folders uses the well-known and documented Blowfish algorithm, a fast, 192-bit block cipher designed by Bruce Schneier. **Gain New Encryption Capabilities** In addition to folders on the hard disk, users can now encrypt folders on removable media (floppy disks, Zip® and Jaz® disks, and CD-RWs). This capability is especially valuable for two or more users who need to securely exchange or share data, as well as for backing up data and encrypting it for safe, long-term storage. **Easily Install & Use** **Maximize Your Security, Minimize Your Risk** Transparently protects data with a true "on the fly" encryption process. Other products that claim to be "on the fly" decrypt an entire file and load it into memory, creating significant security risks. Encryption Plus® Folders decrypts only the specific portion of a file that is in use. **Expand To Multi-User Encryption on Single Computers** Enables two or more users to share encrypted folders on a single computer. With an easy point-and-click method, a user can choose to share selected folders with any of the other Encryption Plus® Folders users listed on that computer. **Define Unconditionally Protected Folders** Administrators can define unconditionally protected folders that will always be encrypted on users' computers. For example, corporate security policy may require everyone who works at your organization to keep their confidential files in the C:\My Documents folder. If the C:\My Documents folder is unconditionally protected, it will be automatically encrypted when users install from the User Disks. Users will not have to remember to add the folder to their protected folders list, and they will not be able to unprotect the folder. This ensures that confidential documents will always be encrypted. **Simplify the Login Process** Once integrated into the Windows® Explorer and network login, Encryption Plus® Folders no longer requires a separate login process. When the user logs into Windows® Explorer or his/her network, he/she also logs into Encryption Plus® Folders. **Reduce Administration Costs** Using RSA public/private key technology, Encryption Plus® Folders' key recovery feature ensures that corporate and local administrators can easily restore any encrypted files even if the password has been forgotten. **Eliminate the Danger to Unattended Computers** **Recover Forgotten Passwords Safely** Authenti-Check®, a special emergency password recovery feature, prevents loss of valuable data in the event the user forgets his/her password. During installation, the user has the option of writing up to three personal security questions and answers. If the user enter an incorrect password three times, Authenti-Check® is automatically activated and prompts the user to answer the security questions. If the user answers them correctly, the user will be prompted to enter a new password and will have access to the protected data. **Secondary Authentication** Encryption Plus® Folders supports secondary authentication devices manufactured by third party providers, including: [Proximity credentials manufactured by HID.](#) [eToken™ USB devices manufactured by Aladdin Knowledge Systems.](#)
Trial version	

Aladdin Systems

3.4   Product: Private File 2.0

Company	Aladdin System
Address	Aladdin Systems Inc. 245 Westridge Drive Watsonville, CA 95076, U.S.A.
Phone	Phone: (831) 761-6200 Product Purchases: (800) 732-8881
URL	http://www.aladdinsys.com/privatefile/
Email	sales@aladdinsys.com
Distribution	CD
License Sizes	One list price says $49.95 but when you go to the link it lists:
Price Range	$19.95 + Shipping $6.95 =Total $26.90
Platforms	Windows 95/NT4.0 or later
Features	**How to protect yourself** Private File makes security simple. It is the fast and easy way to protect yourself and your company! Just encrypt your files before sending them. With a simple drag and drop, or a menu point and click, your information is safe. And with the strongest encryption you can be sure that no one but your desired recipient will be able to use your information. **Powerful Encryption** When you select files to encrypt, you are also asked to select a password. Private File takes this password and processes it through an industry standard algorithm called MD5. This process takes the original password and reduces it to a reasonably unique pattern of 16 bytes (128 bits). The encryption key is then taken from this pattern. The international version uses 5 bytes while the domestic version uses all 16. This encryption key is then used by the industry standard RC4 encryption algorithm to encrypt the data. The domestic version of Private File uses 128-bit encryption. The international version uses 40-bit encryption. **Secure Deletion** Private File securely deletes the original file if you set the preferences to do so. The deletion process is done in accordance with the U.S. Department of Defense standards. These standards consist of a three-pass deletion process. The first pass writes over the old data file using new data consisting of all bits set to zero. The second pass overwrites the file with data consisting of all bits set to one. The third pass is exactly like the first where the file is overwritten using data consisting of all bits set to zero. Once these passes are complete, Private File then directs the operating system to remove all references to the file from the disk. **Compression** Compressing data prior to encrypting can have significant benefits. Compression is the process by which a file is made smaller without losing any of its information. A compression program uses an algorithm, or method, for compressing the information in a file in a more efficient manner, thus taking up less disk space. Compression works by minimizing or eliminating redundancy and empty space. A file containing the characters "AAAABBBBBBB" typically would take up ten locations. However, this file could be compressed by one algorithm into "4A6B" and would take up only four locations. Private File utilizes compression to create a smaller file, thus the amount of hard disk spaced used by the encrypted file and the time needed to transmit the file are less than if the file was not compressed.
Trial version	No

Eon Solutions

3.5   Product: EasyCrypt

Company	Eon Solutions Ltd
Address	Eon House 4 Hamble Way Macclesfield SK10 3RN ENGLAND
Phone	**UK 0870 746 1490**
URL	http://www.easycrypt.co.uk/index.htm
Email	sales@easycrypt.co.uk
Distribution	ESD
License Sizes	Single User = $55; site licenses must be quoted
Price Range	
Platforms	Windows 9x, ME, NT or Windows 2000.
Features	Encrypt single files, multiple files or whole sub folders. Uses secure algorithms. Choose between a proprietary algorithm or the industry standard DES algorithm. You can encrypt and decrypt an entire folder at a time, and you can recurse through all the sub folders of that folder. You can tell EasyCrypt how long to remember your password for. DES encryption is only available with a Corporate EasyCrypt license, is the industry standard, and is one of the most secure encryption algorithms in the world. There are only 2 ways to break DES encryption. First is to use a spectacularly powerful, custom made computer specifically designed to break the encryption. Second, and the only sensible way to break the encryption, is to learn the password from the person who encrypted the file.
Trial version	30 Day Fully Functional Free

4   APPENDIX A1: PRICE COMPARISON CHART

	Advanced Encryption Package 2002 Professional	ABI Secure Pro	Encryption Plus Folders Enterprise	Private File	EasyCrypt	Cryptainer SE	VisNetic SafeFile
Min Price	$49.95 Single User	$99.95 Single User	$99.95 Single User	$49.95 Single User	$55 Single User	$577.50 5 User	$69.95 Single User
Max Price	$637.50 15 User	--	$4,500 50 User	--	Site Licenses Available Upon Request	$6,930 100 User	$6,499.95 Site