

Press Release

WinMagic improves its Visionary Position within the 2013 Gartner Magic Quadrant for Mobile Data Protection

WinMagic continues to be recognized as one of the most 'Visionary' companies in the MDP market

MISSISSAUGA, ONTARIO, CANADA – October 1, 2013 - WinMagic Inc., the global innovator in disk encryption, today announced it has once again been recognized as a Visionary in Gartner Inc.'s annual Magic Quadrant for Mobile Data Protection, by John Girard and Eric Ouellet, published September 9, 2013. In this year's report, WinMagic has been positioned furthest for completeness of vision within the Visionaries quadrant.

WinMagic continued to innovate in market while many key competitors fell behind or decreased in their overall position. This demonstrated the company's commitment to security innovation and ability and willingness to move forward and see continued success. This is an affirmation of the business model WinMagic follows and its focus on delivering value to customers adopting SecureDoc as their data encryption and security solution.

"It's great to be recognized for our continued efforts to innovate and deliver value to customer solutions," said Thi Nguyen-Huu, CEO of WinMagic. "We believe being recognized once again by Gartner as one of the leading Visionary vendors in this Magic Quadrant while many of our competition have regressed in positioning is a testament to our dedication and perseverance in a market that has evolved to the point where encryption is now a need-to-have solution instead of a nice-to-have solution."

As stated by Gartner, "In the mobile data protection (MDP) market, Gartner tracks software security utilities that enforce confidentiality policies by encrypting data, and then managing access to that encrypted data on the primary and secondary storage systems of end-user devices."

By Gartner's definition, Visionaries make investments in broad functionality and platform support, making planning choices that will meet future buyer demands while assuming some risk. Visionaries take risks in strategic R&D and realize competitive clout from those risks.

WinMagic has seen strong growth in the past year with key product enhancements and new agreements with key hardware OEMs. This past year WinMagic became the preferred encryption solution vendor for Hewlett-Packard while also maintaining a strategic relationship with Lenovo as their preferred encryption partner. The company continued to enhance key product features such as Mobile Device Management (MDM), FileVault 2 support and improved UEFI and Windows 8 support.

With encryption becoming more commonplace, Gartner says:

- Most companies, even if not in sensitive or regulated industries, recognize that encrypting business data is a best practice.
- Gartner believes that the costs of a data breach are higher than the cost to invest in preventive measures, such as MDP.

- Most companies that invest in MDP conduct only partial installations for notebook/laptop computers, so there is still considerable room to upgrade and upsell to desktop and server platforms including PCs, Macs and Linux-based systems, and to tie in with protection policies via MDM.
- Gartner recommends that all companies make efforts to install encryption across their endpoint platforms.

As WinMagic moves into 2014, the company is excited about the opportunities ahead. Whether it's the introduction of new features and routes to market or the continued evolution of the relationships with HP and Lenovo, customers can expect continued innovation in what WinMagic delivers and an increased focus on the evolution of data security.

About The Magic Quadrant

Gartner does not endorse any vendor, product or service depicted in The Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About WinMagic Inc.

WinMagic Inc. provides the world's most secure, manageable and easy-to-use data security solutions. WinMagic's SecureDoc is a comprehensive encryption and security management product that can manage data security across the enterprise. By encrypting entire disks, specific files or folders locally or on the network as well as mobile devices and removable media, SecureDoc secures your data wherever it is stored, providing enterprise grade data security policy and key management across all operating systems such as Windows, Mac OS, iOS, Android and Linux. SecureDoc is trusted by thousands of enterprises and government organizations worldwide. Our solutions help organizations to minimize business risks, meet privacy/regulatory compliance requirements, and protect valuable information assets against unauthorized access. With a full complement of professional and customer services, WinMagic supports over five million SecureDoc users in more than 80 countries.

For more information, please visit www.winmagic.com, call 1-888-879-5879 or e-mail us at info@winmagic.com.

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