

## Cyber-Ark Selected to Present at UP 2010 Cloud Computing Conference

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*Presentation to Focus on the Critical Privileged Access Vulnerabilities Hiding Across On-Premise, Cloud, Hosted and Virtualized Environments*

**NEWTON, Mass.** – **November 12, 2010** – [Cyber-Ark® Software](#), the leading global software provider for protecting critical applications, identities and information, today announced that Shlomi Dinoor, vice president, emerging technologies, has been selected as a featured speaker at UP 2010 – the World's first truly hybrid format cloud computing conference taking place November 15 -19, 2010. Dinoor's presentation will focus on debunking common cloud security myths and describing steps organizations need to take to effectively manage, access, store and secure critical data in a cloud environment.

**Who:** Shlomi Dinoor, vice president, emerging technologies, Cyber-Ark

**What:** With applications now extending across on-premise, cloud, hosted and virtualized environments, the session, "[Got Privilege in Your Infrastructure? Here, There and Everywhere...](#)," will discuss how privileged access point vulnerabilities have emerged across these environments as attractive targets for cyber-criminals and why organizations are still struggling to effectively manage, access, store and secure their critical data. While most organizations rely on evolving identity management technology to address these concerns, the solutions consistently fail to address to the most fundamental concepts of data protection, particularly when it comes to privileged accounts. Attendees will gain a better understanding of what "privileged access" is, how it is defined in an extended enterprise, how to sort through the inherent "alphabet soup" of related identity management terminology, and how to better assess risk of privileged users and accounts using the 90/10 rule: 10 percent of identities typically represent about 90 percent of an enterprise's security and compliance risk.

**When:** Friday, November 19, 2010 at 10:00 a.m. ET

**Where:** For more information or to register for the event, visit <http://www.up-con.com/register>. Follow updates from Cyber-Ark on Twitter [@CyberArk](#) or @ ShlomiDinoor using the #UP2010 hashtag.

### About UP 2010

UP 2010 (15 - 19 November 2010), is the world's first truly "hybrid" cloud computing conference for business leaders, IT professionals and investors. UP 2010 is an affordable "hybrid" conference with both physical locations and full virtual deployment. The conference agenda can be viewed at <http://www.up-con.com/agenda>. Full details about UP 2010 can be viewed at <http://www.up-con.com>.

### About Cyber-Ark

[Cyber-Ark® Software](#) is a global information security company that specializes in protecting and managing privileged users, applications and highly-sensitive information to improve compliance, productivity and protect organizations against insider threats. With its award-winning [Privileged Identity Management \(PIM\)](#) and [Highly-Sensitive Information Management](#) software, organizations can more effectively manage and govern application access while demonstrating returns on security investments. Cyber-Ark works with more than 750 global customers, including more than 35 percent of the Fortune 50. Headquartered in Newton, Mass., Cyber-Ark has offices and authorized partners in North America, Europe and Asia Pacific. For more information, visit [www.cyberark.com](http://www.cyberark.com).

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