



Bit9 ISV Safe Software Program



■ Don't Let Your Software Be Blacklisted Accidentally

Right now there are many endpoint security vendors. With more than 50 major players updating their signatures every day across millions of endpoints, how do you know if your application has been designated as malicious? When your software is mistakenly blacklisted by any vendor, the impact on your customer is severe while your ability to identify the problem is minimal.

■ Maintain the Integrity of Your Software

Your software can end up blacklisted through a variety of means ranging from mistaken identity to erroneous analysis to a hacked website. But no matter how it happens, the results can be confusing to both your customers and your support team:

- 1) Your application can be prevented from functioning
- 2) Your application files and settings could be irrevocably deleted by security products
- 3) A confusing warning may be given to the end user
- 4) The reputation of your company and products could suffer

Because of the difficulty in identifying the root cause of being mistakenly blacklisted, it can take a long time to notice the errors and even more time for security vendors to react with a fix. At the same time, your customers will be doubting the quality of your software, thereby reducing customer satisfaction while raising your support costs.

■ Maintain Your Company's Good Reputation

Bit9 is offering enterprise software vendors a software evaluation service that continually evaluates all of your released software to verify it has not been misrepresented as malicious by the world's security applications. The Bit9 ISV Safe Software Program keeps track of your old, new, and beta software, as well as all of your updates and hot fixes. Your company's binaries will be scanned by multiple security and host intrusion detection tools and you will receive regular reports identifying any mischaracterizations, including:

- Scanner name
- File name, path, and MD5 hash
- Malware classification (i.e. Possible virus, Trojan, etc.)
- Certificate and digital signature information
- Application installer information

In addition to the report above, the Bit9 ISV Safe Software program will:

- Evaluate all software you provide for erroneous blacklisting
- Proactively monitor your web sites, ftp sites, partner programs, and other distribution points for malware injections
- Ensure that even your old applications continue to operate trouble free
- Continually add new and relevant security technologies from across the globe

■ To learn about how you can prevent your software from being mistakenly blacklisted, please contact partners@bit9.com today.

About Bit9, Inc.

Bit9, Inc., the leading provider of desktop lockdown solutions, centrally controls which applications can and cannot run. Bit9's award-winning, patent-pending technology delivers the easiest and most effective way to achieve application control, enabling IT professionals to realize the highest levels of desktop security and compliance. Founded in 2002 by the founders of Okena (acquired by Cisco Systems (NASDAQ: CSCO)) and headquartered in Cambridge, Massachusetts, Bit9 is a privately held company. For more information, visit www.bit9.com.

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