



Atlas Express

FROM ATLAS PRODUCTS INTERNATIONAL



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Welcome

Welcome to API's monthly e-newsletter designed to keep you up to date with news about our company and our products and services. We hope you find this information of interest. If you would like to find out more, please contact Mark Williams at mark.williams@atlasproducts.com or call 08700 501007.

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Atlas and nuBridges to offer total data security

Atlas Products International has enhanced its portfolio of secure data products by joining forces with nuBridges, the leading US-based data protection business.

nuBridges' integrated encryption, key management and logging solutions protect sensitive data at rest in database fields, files and applications.

For customers using Atlas' Secure Data eXchange (SDX), the world's most secure means of moving data from A to B, the combination of Atlas and nuBridges provides complete peace of mind that sensitive, commercially important, confidential, business critical information is now protected, both at rest and in transit.

Under the terms of the alliance, Atlas will market nuBridges' at rest solutions to existing and potential customers.

C. Tycho Howle, Chairman and CEO of nuBridges said:

“As nuBridges seeks to expand into the UK and Europe, we are extremely pleased to partner with Atlas because of the depth of their expertise, the complementary nature of our collective solutions, and Atlas' commitment to customer satisfaction.

“We really look forward to collaborating with Atlas to help customers comply with data protection mandates and implement state-of-the-art security for data at rest and data in transit.”

Atlas' Managing Director Allan Gray added:

“nuBridges' products are renowned for their quality and ease of use – as are ours.

And their focus on customers' needs and delivering on their commitments chimes with our own approach to business.

“Most importantly, by working together, we can now offer our customers complete security by encrypting their data both when it is being transmitted and when it is being stored, for example in a database.”

NI businesses migrated to GXS

More than 100 organisations in Northern Ireland are now enjoying the benefits of the GXS global Trading Grid Messaging Service (TGMS) after Atlas carried out a managed migration from a legacy system previously operated by Fujitsu.

More than 40% of the world's EDI traffic uses GXS technology. Meanwhile Atlas is increasingly active in Ireland and this most recent development came about as a direct result of its work in the Irish marketplace, serviced from a newly opened office in Dublin.

International expansion is good news for customers!

Atlas has appointed Terry Lambert to the position of International Business Development Manager to coordinate the company's rapidly expanding overseas activities.



With interest in API's secure data products and services – in particular our Secure Data eXchange [SDX] network – growing month by month, Terry's main focus will be expanding and managing a global network of Value Added Resellers [VARs] to provide a presence for Atlas in a range of territories and markets.

Atlas has been increasingly busy abroad for the past 18 months, beginning with a launch into the Irish marketplace, culminating in the opening of a Dublin office earlier this year.

Attendance at CeBIT in March produced a string of enquiries from Egypt, Israel and host country Germany, where Atlas has now

appointed a VAR in the form of UTE, based in the North Rhine Westphalia region.

Meanwhile a similar arrangement with a Maltese reseller also opens up the prospect of entering the North African marketplace.

Germany was a logical place to start for Terry Lambert as he began his new role.

A fluent German speaker who can also converse in Dutch and Swedish, Terry lived in Germany for 18 years and has a degree in IT Sales Management, for which he studied in German. Talking about his new role, he said:

“There's no doubt that the demand for our products and services outside of the UK is growing, we have a lot of evidence of that and so we need to respond to that demand in an organised and managed fashion.

“Much of this interest is focussed on the security of data transmission and this is clearly a major issue for both the public and private sectors worldwide.

“My responsibility will be to provide a route through which potential customers can access our products and services abroad, and building a network of high quality, trusted resellers to represent us overseas is a very effective way for us to make progress in this area.

“International trade between countries has never been easier, especially in IT, and, through areas such as gaming and social networking, it is now completely normal to interact with people from all over the world, so transferring these everyday events into a business setting is now also a very natural development.”

Added Managing Director Allan Gray:

“I think these developments are also of real value to our existing customers too, especially those with an international presence.

“If one of our customers has an office in Germany, for example, it would be a logical extension of our commitment to customer service for us to have a German speaking technical expert on hand to assist with an installation and customer service.

“In fact, I would love to hear from any of our customers with international operations who would like to discuss their overseas activities and how we could contribute to their success.

“This information could well enable us to prioritise territories in which we appoint a VAR.”

Hosting contract converts CO₂ into oxygen!

An environmental initiative to help neutralise the carbon emissions created by servers has received a boost thanks to a partnership between Atlas and its IT hosting supplier.

In our last edition of Atlas Express we announced that we had moved our Business Data eXchange [BDX] hosting into the capable hands of Rackspace, the fastest growing IT hosting specialist in Europe.

As a result of that decision, and Rackspace's links with the International

Tree Foundation charity, more trees have been planted in woodlands at Pembroke in West Wales.

Woodlands provide a vital life support system for the planet, converting atmospheric carbon dioxide back into oxygen.

The International Tree Foundation is a UK-based charity which promotes an appreciation of trees, both in the UK and overseas.

In the UK it works with schools, corporations and individuals to promote

the importance of planting new trees, and of protecting established ones.

Internationally it works with non-governmental organisations in developing countries, to support sustainable projects run by and for local communities.

These projects involve promoting awareness of arboriculture and the need to maintain biodiversity, protecting existing trees, and planting trees that provide food and income for local people.

How safe is your data transmission system?

Atlas SDX is a totally secure system to send and receive all your documents or data files over the Internet with no traffic costs.

SDX is the result of a £4 million investment and builds upon the phenomenal success of the Atlas Business Data eXchange (BDX) and its eight years of service in the USA and Italy. Launched in the UK in 2004, BDX now carries millions of files each year. BDX is the UK's fastest growing network, for fast, secure, reliable, low cost transfer of sensitive business critical data.

SDX is designed for banking, financial services, government, military, health, legal and associated services for whom total security in the transmission

of data is fundamental to their reputation and commercial success.

SDX uses Internet connectivity to provide an instant solution for secure and reliable movement of data from A to B without delay or corruption and with absolute certainty of delivery.

It can handle any data type and size including designs, specifications, plans, video, music, jpegs, pdfs, legal documents, EDI, XML and any other file content.

SDX offers total visibility and traceability, without hard work or complex procedures. It can provide proactive, automatic notification of every stage of each transmission. Users can even view the status of their traffic online.



Atlas SDX and Versace

Legendary Italian designer Versace switched to Atlas SDX for secure, flat cost internal and external exchange of business critical information.

Versace is one of the world's leading international fashion houses. It designs, markets and distributes luxury clothing, accessories, fragrances, makeup and home furnishings.

Versace collections are distributed through a network of 240 exclusive boutiques, over 150 dedicated spaces in major department stores and duty-free areas, as well as a number of selective multi-brand boutiques in 60 countries.

The SDX system's secure file transfer technology enables the reliable transmission of highly confidential and crucial information – in particular its unique clothing designs – between Versace in Milan and its global network of stores, suppliers and manufacturers.

SDX is so easy to implement that, with little assistance from Atlas, Versace remotely installed SDX connection software at 41 of its locations in eight countries within one 24 hour period.

Within a week, the Group's Italian headquarters were exchanging more than 3,000 files per day between Versace locations around Europe and the USA. Going forward, a roll out of SDX to the entire Versace network is gathering pace.

Features

SDX is a completely secure data management and communications system invisibly encompassing digital signatures, encryption and compression.

The SDX system is available as a service or as a private server cluster owned, hosted and controlled by the customer and completely integrated into their IT security infrastructure.

- It has built in security with RSA Certification for non-repudiation and Triple DES, Blowfish or third party encryption
- You can use the SDX client on Windows, Unix, Linux or the Web either manually or automated and hidden
- Backed by a Service Level Guarantee and real people

- It has 24x7 support
- It uses any Internet connection
- It has built in data management and document traceability
- It provides email notification of a file's arrival, any errors or if a file has not arrived by a specified time
- Documents are compressed saving even more transmission time

Who is SDX for?

- Organisations for whom security, confidentiality and guaranteed delivery are vital
- Anyone seeking to remove the management burden of FTP, HTTP, AS2, AS3 and other protocols

