

SD Times

SOFTWARE DEVELOPMENT

The Industry Newspaper for Software Development Managers

Vi Labs smartens up anti-piracy

CodeArmor Intelligence threat detector integrates infringement data into Salesforce

BY JEFF FEINMAN

Software and application protection company Vi Labs has created an anti-piracy product that adds threat detection alerts and infringement data to applications.

CodeArmor Intelligence, released Aug. 20, is a piece of Vi Labs' CodeArmor security platform. It can alert others of an infringement, using reporting capabilities to multiple Web gateway servers within an independent software vendor's facility, according to the company. Data related to piracy or tampering can be integrated into Salesforce.com to allow users to view a piracy lead dashboard. The Web gateway can then be used to integrate infringement data into an internal customer relationship management (CRM) system. Code-

Armor Intelligence gathers information on who's using the pirated software and when it's being used.

"The software organization that's developing the application would take our product and integrate it into their software, and there's intelligence to detect when the application's being tampered with or a threat has occurred to that application," said Vic DeMarines, vice president of products at Vi Labs. "Once the software has been used or tampered with, we activate our reporting capabilities and collect specific data about the network and the application itself. We then communicate that information to a component that resides within the software vendor's network, and that gets transformed into Salesforce.com."

Infringement data from the product can be

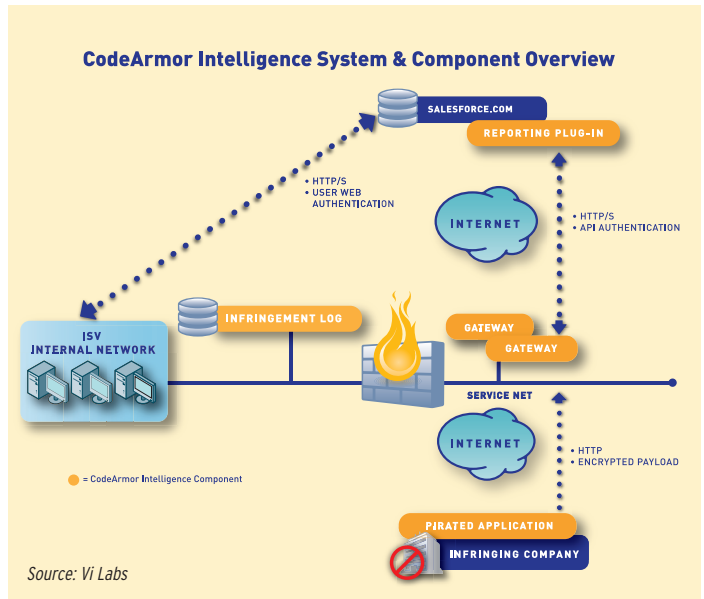
used to create a lead that can be followed up by a company's legal or sales team. A company can enlist the services of an organization such as the Software Industry and Information Association or the Business Software Alliance to act on leads.

CodeArmor Intelligence offers integration with Salesforce.com because the SaaS platform is a Web interface, with no infrastructure required.

"We found that not having to build your own server and own reporting functionality really made it an easy system to work with," DeMarines said of Salesforce.com.

Vi Labs executives noted that ISVs rely primarily on licensing or activation approaches to gather data, adding that such vehicles can be easily bypassed or disabled by piracy groups or individuals.

Licensing or activation approaches can lack filters and reporting schemes for collected data, the company claimed. CodeArmor Intelligence's detection and reporting capabilities, along with its integration with Salesforce.com, make such problems irrelevant, according to Vi Labs.



Source: Vi Labs

'HIGH VALUE' TARGETS

DeMarines said Vi Labs has seen high demand for anti-piracy products in such countries as China, Russia and Vietnam, as well as among businesses that have what he called "high-value" software applications, such as electronic design automation and computer aided design.

"High-value software, or software that's used to build products, is a big target for piracy groups," DeMarines said. "CodeArmor Intelligence gives us another dimension in terms of software protection." ■

