Tiversa Presents at NY Enterprise Technology Meetup

The leader in Cyberintelligence opens eyes about file-sharing

Pittsburgh, PA (*August 15, 2012*) – According to a recent study by Palo Alto Networks, the number of people streaming video and sharing files in the workplace has increased exponentially since November 2011. Based on assessments of raw application traffic from 2,036 organizations worldwide, Palo Alto Networks found that peer-to-peer (P2P) file-sharing bandwidth consumption jumped 700 percent to represent 14 percent of overall bandwidth, growing more than any other application.

To help provide a better understanding of P2P and the potential dangers, Tiversa, the cyberintelligence experts, were recently invited to present at the NY Enterprise Technology Meetup. With roughly 125 business leaders in attendance, Tiversa Sr. Vice President of Operations Keith Tagliaferri broke down the history of P2P file-sharing and how these perceived innocent programs can cause serious problems for consumers and companies.

"As the latest reports indicate, P2P is a technology which is likely to result in severe security vulnerabilities", said Tagliaferri. "Any organization ignoring these programs when creating a security plan is potentially leaving an invitation for inherent risks. We appreciate the opportunity to present at the NY Enterprise Technology Meetup and welcome the opportunity to do it again in the future."

The NYETM, launched in January of this year, is a way to help the enterprise technology ecosystem in New York City leverage the great foundation set by its consumer counterpart. Consumer technology has a strong community including incubators and networking opportunities. The NY Enterprise Technology Meetup aims to become a first class enterprise cohort.

The group's mission statement is to foster innovation in the NY enterprise technology ecosystem through promoting early stage technology companies, supporting entrepreneurs, educating companies on how to work with enterprises, and creating an environment where entrepreneurs, investors, and businesses can all network and learn from one another.

"Keith did a terrific job engaging the crowd with his informative presentation on Tiversa and all of the hidden dangers associated with P2P file sharing," said Jonathan Lehr, founder and organizer of the NY Enterprise Technology Meetup. "This was a fitting demo for the NY Enterprise Technology Meetup because it explained how massive data leakage occurs without enterprise security groups even realizing it. Given the scale of P2P file-sharing, it is a security issue which enterprises cannot simply ignore."

The first NYETM event featured demos from Bitly, PerspecSys, Socialware, and Red Rover, and the event reached standing room only capacity with an audience of 125 people including technologists, investors, entrepreneurs, and students. Since then, presenting companies range from earlier stage companies like True Office and Spire.io to later stage companies like MokaFive. The NYETM, which currently has 800 members, continues to host monthly events throughout the year, and videos of past demos are available at www.nyetm.com. To join the group, visit www.meetup.com/ny-enterprise-tech.

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About Tiversa
Tiversa provides P2P Intelligence services to corporations, government agencies and individuals based on patented technologies that can monitor over 550 million users issuing 1.8 billion searches a day. Requiring no software or hardware, Tiversa can locate exposed files, provide copies, determine file sources and assist in remediation and risk mitigation. The company, a proud partner of FBI-LEEDA (Law Enforcement Executive Development Association), Infragard Pittsburgh and the ICAC Task Force (Internet Crimes Against Children), also supports Project Safe Childhood. The company also provides vital information to law enforcement organizations throughout the U.S. to assist in their pursuit of criminals around the world. For more information, visit www.tiversa.com.