

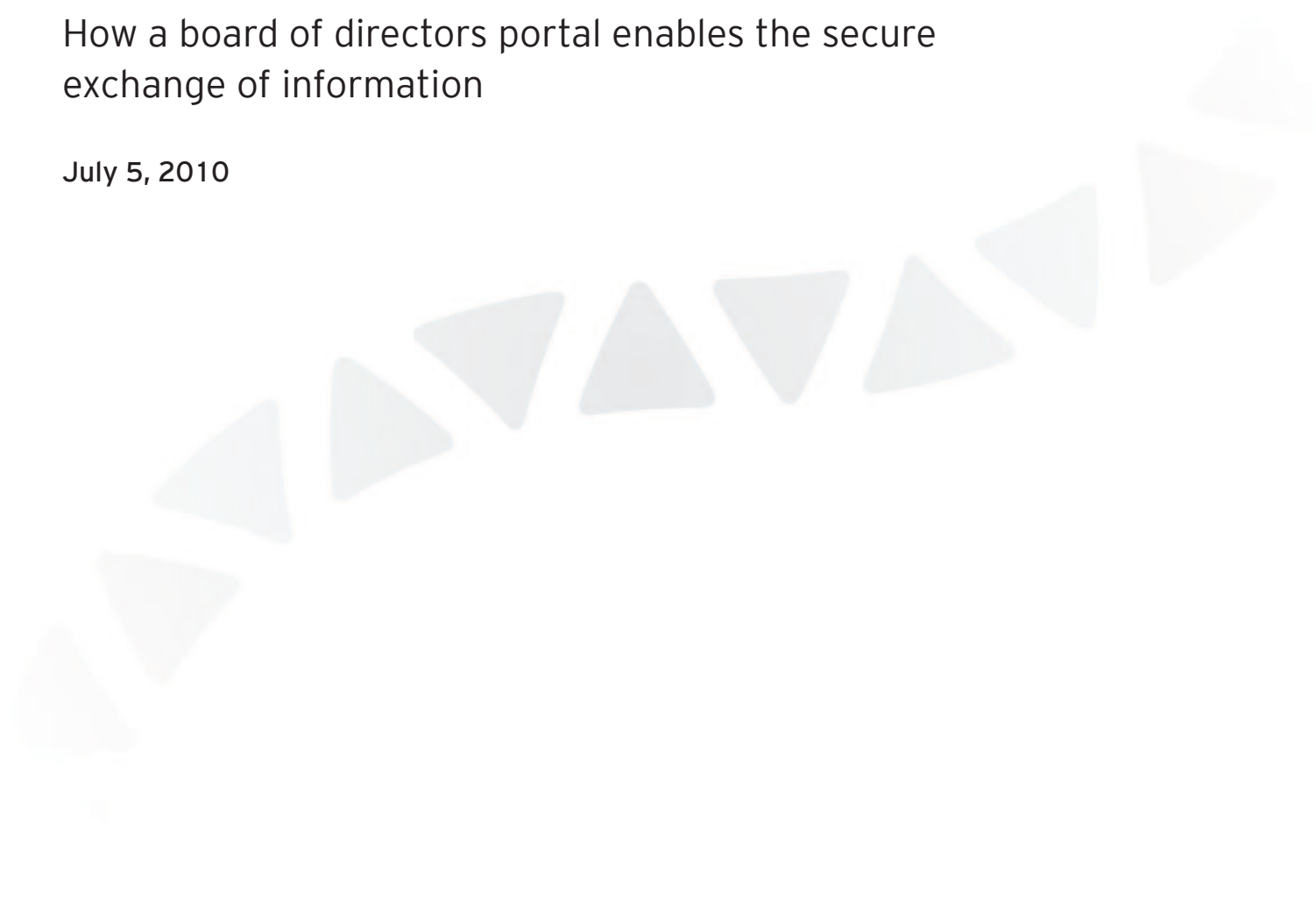


# Putting Trust in the Cloud:

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How a board of directors portal enables the secure exchange of information

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## **Putting Trust in the Cloud:**

How a board of directors portal enables the secure exchange of information

Members of any board of directors have risks and responsibilities, not the least of which is maintaining the confidentiality and security of information exchange outside the boardroom setting. To address that need, BoardSuite has developed the industry's first freemium online board portal using industry best practices. It is specifically designed to support the collaboration and secure access needs of public companies, business owners, organizations and their respective board members, while ensuring proper governance and compliance.

“BoardSuite’s Software as a Service (SaaS) delivery model allows companies to reap the benefits of enterprise class software without the burden of acquiring and supporting traditional ERP solutions,” said Ronald Rodriguez, Vice President Information Technology at BoardSuite.

“With BoardSuite, users appreciate several key advantages from the SaaS delivery model. No hardware, middleware, or software to install and maintain. And, we’ve heightened security in the collection, transmission, and storage of the user’s data.”

The BoardSuite solution helps boards to reduce the upfront costs and risks of deployment; accelerate the implementation process; and eliminate ongoing support costs and distractions. It also provides scalable, real-time reporting anywhere via the Web. As a result, board members and advisors can take advantage of the BoardSuite SaaS-based solution to achieve good corporate governance.

As a board portal, BoardSuite has been designed with the highest available levels of security and redundancy in mind, from dual authentication login and procedures to its SAS 70 and ISO 27001 certified back-end infrastructure for the management of confidential corporate data.

### **The need for governance**

Small to mid-size and not-for-profit organizations are especially challenged when it comes to their governance requirements. It is essential that they have the means to mitigate personal and professional risk, minimize liability and perform their compliance obligations; while enabling key business functions, such as fundraising, recruitment, business preparation and general information sharing among board members.

For public companies, there are even more stringent regulations related to internal controls, management of material information, and certification of financial statements. There is a need for a defined process that provides an audit of document revision history to determine how, why and by whom, data was changed over time.

At the same time, board members operate in disparate locations, and access to information is either heavily restricted, or at risk of being shared with inappropriate parties if the proper measures are not in place. The infrastructure required to support highly secure document access in-house can be costly, complex and challenging to manage. Alternatively, access over the public Internet is fraught with risk.

BoardSuite addresses these infrastructure and security issues by providing businesses with the ability to manage risk, liability and compliance via a single point of entry. As an on-demand, SaaS-based portal, BoardSuite is designed to protect an organization's sensitive information at the board of director level, while facilitating necessary workflow processes safely and securely, regardless of location. The portal sends notifications and provides guidance on good governance in response to actions taken in the system by role-based permissioned users, making it an invaluable tool for ensuring effective and transparent corporate governance.

## **Enterprise Security in the Cloud**

With security top of mind, BoardSuite has engaged in extensive research and development work to ensure that every aspect of security and governance needs are met. By choosing a Cloud platform, BoardSuite recognized that they would benefit from increased scalability and reliability, while also benefiting from the enhanced security that its enterprise-grade infrastructure would deliver. The company has developed systems and processes that have met the most stringent, industry-leading certification requirements, and has also partnered with service providers whose security measures are second to none. As a result, BoardSuite developed a multi-pronged approach to ensure enterprise-class security and privacy protections for its clients.

First, BoardSuite utilized best-of-breed application-level technologies for the safe and secure collection and transmission of confidential corporate data on the BoardSuite portal. Next, BoardSuite selected Tenzing Managed IT Services as its SaaS application hosting partner to provide the scalable and secure Cloud infrastructure on which to deploy the BoardSuite portal.

As a result, the BoardSuite portal is certified in the collection (TRUSTe), transmission (VeriSign) as well as the management and storage (Tenzing's SAS 70 and ISO 27001 designations) of information. These certifications are absolutely critical for the management of corporate data.

## **Data Collection Security**

BoardSuite is certified by TRUSTe, the world's largest and most respected privacy seal program. TRUSTe has certified more than 3,500 websites, including online portals and flagship brands such as eBay, Facebook, IBM, , Microsoft and Yahoo . TRUSTe's program requirements are based upon the Federal Trade Commission's Fair Information Principles that include:

- Notice of how personal data is collected and used
- Choice/consent regarding uses of data
- Access by individuals to their personal information so that it can be reviewed and corrected
- Security to protect against unauthorized access, destruction, use or disclosure of the data
- Redress/enforcement to ensure compliance

BoardSuite has met the TRUSTe program requirement in the secure treatment of user data, and follows defined practices based on the stated Principles.

## **Data Transmission Security**

The BoardSuite application is built according to a best practice, three-tier model that provides security at each level. Since the BoardSuite application employs standard 128-bit minimum to 256-bit SSL (Secure Socket Layer) encryption - the strongest encryption available through VeriSign - this guarantees the secure transmission of information from the user's browser to the BoardSuite application and from the BoardSuite application back to the user's browser. VeriSign® Secure Site Pro with EV SSL Certificates supports Extended Validation and triggers the display of the green address bar in the latest high-security browsers.

## **Application and Information Infrastructure Security**

In partnering with Tenzing as its SaaS hosting and managed services solution provider, BoardSuite is able to ensure that its infrastructure and data storage practices meet the absolute highest standards in the industry today. Tenzing is the only hosting provider in the country that has achieved SAS 70 Type I and II and ISO 27001 information security certifications. In addition, Tenzing's fully redundant infrastructure provides for complete backup and recovery of business critical information.

SAS 70 – The Statement on Auditing Standards (SAS) No. 70 is a widely recognized auditing standard for service organizations developed by the American Institute of Certified Public Accountants. A SAS 70 Audit designation confirms that a service organization has been through an in-depth audit of their control objects and control activities, including controls over information technology and related processes. It demonstrates that a service provider has adequate controls and safeguards when they host or process data belonging to their customers. In addition, the requirements of Sarbanes-Oxley Act of 2002 make SAS 70 audit reports even more important for reporting processes on internal controls and financials.

ISO 27001 is the international standard of information security best practice established by the International Organization for Standardization and the International Electrotechnical Commission. As such, it provides comprehensive best-practice advice and guidance to private and public sector organizations on how to design and implement a compliant information security management system (ISMS). As a formal specification, ISO 27001 mandates specific requirements with respect to information security controls.

“Our customers trust Tenzing to provide a secure, Cloud hosting platform to run their SaaS applications,” said Kelly Beardmore, Tenzing's COO and CTO. “Our SAS 70 Type II and ISO 27001 information security certifications demonstrate our commitment to ensuring that our clients are able to deliver mission-critical services to their customers.”

## **How BoardSuite Security Works**

BoardSuite has applied a comprehensive security approach to all aspects of its portal service – from sign on and application access to backup and recovery. From the moment a user enters their name and password, all activities are fully protected from external or internal threats.

## Security measures include:

- 128-bit to 256-bit encryption – BoardSuite applies the highest available authentication and encryption technologies to enable applications to send, receive and transmit information back and forth to its secure site. Encryption is digitally validated in each user session.
- Dual authentication – Any new members must go through a dual authentication process before initialization can occur.
- Password – All passwords are encrypted with a private key only known by the application.
- SSL certification – This guarantees that the “pipe” between a user’s browser and the BoardSuite application is fully secured, and eliminates the risk of data being shared with unauthorized users or compromised.
- Permission controls – BoardSuite has architected its solution to enable organization-specific administrators to apply multiple permission controls for determining who can see, access and/or download documents.
- SAS 70/ISO 27001 certified hosting facilities – All data is housed and encrypted at one of Tenzing’s data centres – one of the most highly secure hosting facilities available today – where it is protected by leading edge identity access, intrusion protection/detection and denial of service protection technologies.
- Real time control panel – Authorized administrators can change, enhance, add or revoke permission levels in real time to eliminate the risk of unauthorized access.
- Audit trail – BoardSuite provides the administrator with a complete audit trail of permissions, document changes and other activities throughout the portal for complete transparency of information.
- Complete redundancy – Tenzing’s world-class infrastructure is fully redundant and maintained 24x7x365 to guarantee 99.99% uptime to the user’s mission critical information.

## Your Board in the Cloud

Your board will realize immediate benefits from utilizing a board portal solution hosted in the Cloud. You can feel confident that BoardSuite, in partnership with Tenzing, embraces the highest industry standards and best practices to safeguard your sensitive corporate data at every level. Any director, officer or corporate secretary connecting remotely in or out of the country; collaborating as part of a virtual board committee; or uploading a board resolution; is backed by multiple layers of security and monitoring. With BoardSuite, users can manage documents from a fully secure central repository in Tenzing’s secure Cloud, have complete governance oversight, and track all board tasks and transaction activities to ensure their company is compliant with regulatory demands. We manage data security so that you can focus on managing good corporate governance.

For more information on BoardSuite’s Secure Board Portal, please visit [www.boardsuitecorp.com](http://www.boardsuitecorp.com).

For more information on Tenzing SaaS Hosting solutions, please visit [www.tenzing.com/saas-hosting.asp](http://www.tenzing.com/saas-hosting.asp).