

NEWS



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CleverDome Launches Secure Financial Services Solution at the 2017 T3 Enterprise Conference

Leading financial services and SaaS companies are now using the solution to better protect consumer data

Las Vegas, Oct 31, 2017 – [cleverDome, inc.](http://cleverdome.com)TM, an Arizona Benefit Corporation, announced the commercial launch of an innovative cybersecurity solution to protect confidential consumer information in the cloud by providing a path forward to take that information “under the Dome,” i.e. secure and off the open internet. The announcement was made during a special lunch press briefing on Oct. 30th at the [T3 Technology Conference](http://T3TechnologyConference.com) for financial services executives being held at the Cosmopolitan of Las Vegas.

Initial financial services industry participants include United Planners, Redtail, Orion, Riskalyze and Entreda.

The cleverDome solution, powered by [NetFoundry](http://NetFoundry.com)TM, a Tata Communications business incubated in Tata Communications’ ‘Shape the Future’ program, provides the fundamental model for the future of financial networks: the unification of end-point protection with a secure communication layer under a common due-diligence standard. This solution is available through a revolutionary model built on a community-driven platform in collaboration with financial services industry thought-leaders.

cleverDome and NetFoundry offer the first proven model which implements software defined perimeter (SDP), extending the SDP concept to include application micro-segmentation and endpoint protection. Gartner identified SDP as a top technology for 2017, stating that 60% of enterprise will replace VPN with SDP by 2021.¹ NetFoundry’s platform enabled cleverDome to take the software defined perimeter (SDP) concept from theory to production for the financial services industry which is one of most critical sectors in need of protection in the United States

¹ [Gartner, It’s Time to Isolate Your Services From the Internet Cesspool, 30 September 2016]

and the world. The cleverDome solution delivers flexibility, performance and secure connections for firms in just minutes.

On October 30, 2017 cleverDome will launch the first production use case “Under the Dome” with cleverDome launch participants:

- **United Planners Financial Services, L.P.** provides full brokerage, insurance and investment advisory services to over 500 prestigious financial professionals located throughout the United States.
- **Redtail Technology, Inc.** is a leader in Web-Based Client Relationship Management solutions for financial advisers with over 100,000 users.
- **Orion Advisor Services, LLC** is a portfolio accounting service provider for financial advisers. The firm's technology solutions empower more than 1,300 firms with more than \$520 billion in AUA and over 2 million accounts on the platform.
- **Riskalyze Inc.** invented the Risk Number® and has distributed its risk alignment platform to over 20,000 advisors who use it to empower the world to invest fearlessly.
- **Entreda, Inc.** provides endpoint protection for the SDP with 24/7 monitoring of devices, users, networks and applications used to conduct business with auto remediation features and reporting.

As part of cleverDome’s collaboration among launch participants, TD Ameritrade Institutional contributed its expertise as an advisor technology thought-leader to help independent registered investment advisors (RIAs) better protect their firms and clients from cyber-fraud with a secure network environment. TD Ameritrade provides brokerage and custody services to more than 5,000 fee-based RIAs, including an open-architecture technology platform integrated with more than 120 third-party providers.

“Meeting regulatory compliance with a fully secure network for financial communications, including personal data of consumers, has been a great challenge across the financial services spectrum. We have created a community based platform to protect confidential client information in the cloud,” said Aaron Spradlin, founder and CEO of cleverDome. “Today we change the game with a highly effective solution that is proven with leading financial services firms. We leverage NetFoundry’s platform to revolutionize the way these firms connect with each other and their clients efficiently, quickly and securely.”

“It was eye opening to see the speed and effectiveness at which cleverDome was able to use the NetFoundry platform, software and APIs to provide such a powerful solution,” said Galeal Zino, founder of NetFoundry. “cleverDome’s solution provides the financial services community with unprecedented agility, control and security, freeing them from the shackles of hardware and private circuits. Compliance is critical to financial transactions and the Dispersive software within the NetFoundry platform provides layers of security which were developed to meet military and government requirements. Our integration with Entreda enables the device and network to be secured with a single solution”

cleverDome's focus for late 2017 and 2018 is to quickly bring software service vendors, broker/dealers, registered investment advisers and financial advisers "Under the Dome." Beginning in 2019 cleverDome will develop a consumer model to deliver the Dome to American consumers, a group that is vulnerable to cyber-attacks.

ABOUT CLEVERDOME

cleverDome is an Arizona Benefit Corporation (B Corporation) that operates as a Co-Op with members including software service vendors, custodians, broker/dealers, registered investment advisers, financial advisers and ultimately their investor clients. As a B Corporation, its mission to protect confidential consumer information through safe, reliable and fast Internet connections. Learn more at www.cleverDome.com.

ABOUT NETFOUNDRY

NetFoundry is the leader of the application embedded era of networking, using software to connect application endpoints, as opposed to SD-WAN and MPLS WANs which use hardware to connect sites. NetFoundry's AppWANs are driven by the contexts of the app, and are software integrated into leading services and platforms. Control, security and performance are built into each AppWAN, enabling customers to use any set of networks and clouds and still get the security, performance and reliability they require. NetFoundry is a Tata Communications business incubated in Tata Communications' Shape the Future program, headquartered in Charlotte, North Carolina, with offices in San Francisco, Austin, New York, Bangalore and Singapore. Learn more at www.Netfoundry.io.

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