

News Release

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IntelliClear Outlines How Security will Extend Across Multiple Industries and Trades to Generate Billions in Global Revenues

Industry Whitepaper Maps the New Technology "Gold Rush" and Introduces the IT Security Needs Hierarchy Model

HOUSTON, Texas, March 29, 2004 – The deployment of IT Security solutions is spawning a new technology gold rush that is expected to reach across multiple industries and trades according to a whitepaper released today by IntelliClear, a Houston based market research and business consulting firm. The whitepaper, available free from the IntelliClear website (www.intellisclear.com), synthesizes data from more than 30 different sources to examine the dynamics behind International Data Corporation's (IDC) \$45 billion estimate of global IT Security spending by 2006. IntelliClear examines the market opportunities across seven key industry sectors, while introducing a unique IT Security Needs Hierarchy Model that describes the key phases of commercial IT security deployment.

"Security spans multiple industries worldwide with a need to perform everything from secured Internet transactions, to the management of digital identities, to locking down the perimeter of the IT infrastructure" says John Worrall, vice president of worldwide marketing at RSA Security, a global leader in IT security solutions based in Massachusetts. "Fast moving regulatory legislation, fears of identity theft, and the ability to optimize business processes are fueling increased attention and spending on security hardware, software, and services."

Eric Shuster, CEO of IntelliClear agrees. "Security is no longer isolated to only one or two components in the IT infrastructure. Security, in a variety of different forms, permeates nearly every piece of software and hardware in the IT value chain to provide islands of protection in a vast array of possibilities. Those who can successfully link together the islands of security for commercial businesses will reap the greatest benefits" says Shuster.

In addition to IT security solutions providers, the IntelliClear whitepaper identifies the sectors of computing, networking, software, banking, technology distribution, and employment services as being the best positioned to take advantage of the opportunity. "While many of the opportunities are low hanging fruit that are ripe for the picking, the more challenging projects will require creative thinking and skilled integration" says Shuster.

About IntelliClear

IntelliClear is a market research and business consulting firm founded under the direction of 24-year IT industry veteran Eric Shuster. IntelliClear's mission is to bring clarity to IT market intelligence by delivering results-oriented research, responsive industry experience, and effective data synthesis - leading to confident go-to-market plans. IntelliClear leverages the experiences of Mr. Shuster who has provided consulting services to such industry leaders as Cisco, CDW, Dell, HP, IBM, Microsoft, Oracle, Sony, Toshiba, and VeriSign, while utilizing its global network of industry consultants and research partners to execute projects across a broad spectrum of disciplines and geographies.