

7 Business Advantages Of Offering Data Security

1. Protection of Valuable Information

Valuable information must be protected. Information is one of the most valuable assets of any enterprise, no matter what kind of product you are developing to handle it: a custom software or in-house automation solution. Its protection is a vital part of IT infrastructure. Make your life easier by integrating security into the solution.

2. Keeping Ahead of Competitors

Stay ahead of competition. Be in the first row of software manufacturers, who build their applications with security in mind. Any software is more welcome, when it fits into existing business processes. Adding another level of data protection is always viewed as a benefit, while its lack is a serious disadvantage.

3. Expanding Into New Markets

Adding security to typical applications is a way to expand the business into new markets. For example, adding a security to your LAN communication application may give you an access to government or military market.

4. Caring About Clients

Offering security drives sales. When you offer security in your software as a bonus, your clients will feel that you really care about their well-being.

5. Reduced Costs of Development

Plugging security into your application beforehand reduces development and support time. Sooner or later you will face the necessity to add security features to your solution. The later you do this, the more code you will have to modify. Inadvertent data loss caused by insecure software may cost you significant money and time lost in courts. This will make you think about adding security anyway.

6. Software Interoperability

By adding security you will improve different software systems interoperability. Some developers choose custom data storage and exchange formats, thinking that they are faster to implement. Later it turns into additional expenses, when proper communication with other applications becomes a must. A lot of resources will be spent on changing formats or creation of data converters. Use of standard security enabled data storage formats and data exchange protocols ensures widest possible interoperability.

7. Meeting Current Standards

In order to be reliable and up-to-date, a software needs to follow current standards. One of the widespread and important standard is requirement of software security. In the majority of industries data protection is a must, and your software should follow these standards to be adequate to current demands.

About the Author

Eugene Mayevski takes a post of Chief Technical Officer in [EldoS Corporation](http://www.eldos.com) (www.eldos.com), the company that specializes in development of security and low-level system components for software developers.

[SecureBlackbox](http://www.SecureBlackbox.com) (www.SecureBlackbox.com) is the product of EldoS Corporation that provides security and cryptography framework for application development.