FREESTYLE PUBLIC RELATIONS' SIGNS NEW CLIENT SECURITY ON-DEMAND

The Managed Security Services Provider Just Announced That its SuperScale Threat-Analytics Platform Achieves the Fastest Time of Detection for Threats to a Network

ALEXANDRIA, Va. – Nov. 13, 2017 – Freestyle Public Relations, a high-tech public relations consultancy offering tailored communication services to several emerging and established tech markets, announced today that it signed on San Diego-based Security On-Demand (SOD), a MSSP that services hundreds of government agencies, SMBs and household name brands both domestically and abroad. Freestyle was tasked with launching SOD's new Version 5.0 ThreatWatch Platform, which gives businesses and network security analysts the ability to quickly analyze billions of logs to uncover and act on cybersecurity threats in minutes. SOD is the industry's first MSSP to use SuperScale Analytics™ the world's first approximate query database engine used to conduct log queries across petabytes of log data, previously unfeasible.

Freestyle was tasked with launching SOD's new threat-analytics platform, which was first reported by CRN magazine via an exclusive article. Additional stories and results will trickle in during the remainder of 2017.

The underlying technology used by SOD was researched and developed over several years by a team of leading data scientists at Infobright Corporation. By applying Rough Set Mathematics Theory, they developed the world's first Approximate Query (AQ) data analytics engine, which has evolved into SOD's SuperScale Analytics™ technology. The source code, patents, and intellectual property were acquired earlier this year from Infobright Corporation and have now been fully integrated into SOD's Version 5.0 ThreatWatch® cybersecurity analytics platform.

"We're delighted to help add the next chapter in cybersecurity by launching Security On-Demand's updated threat-analytics platform, which promises to provide the fastest time to detect a threat to a network," said David Splivalo, CEO of Freestyle Public Relations. "The cybersecurity market is quickly growing, but finding a tech client whose technology is profoundly changing it is rare. Freestyle is blessed have a strong rolodex of current and former clients that have reshaped their respective industries, which in part was and is due to the results the agency has secured on a variety of different communication mediums."

About Security On-Demand

Founded in 2001, Security On-Demand (SOD) is a recognized industry pioneer and innovator in the MSSP industry. Security On-Demand is the creator of ThreatWatch®, the industry's first threat detection and machine-learning based behavioral analytics platform that utilizes patented Approximate Query (AQ) technology, speeding database log queries by well over ten times. The platform reduces time to detection, lowers labor costs of threat analysis due to false positives and speeds time to remediation. Headquartered in San Diego, California with R&D offices in Warsaw Poland, SOD services and protects hundreds of brands globally and is the winner of multiple awards. SOD subscription services include 24x7 threat monitoring, network protection, automated remediation, advanced threat detection, and regulatory compliance solutions. For more information about Security On-Demand, please visit www.securityondemand.com. Follow the firm via Twitter at @SecurityOnDmand.

About Freestyle Public Relations

Established in 2006, Freestyle Public Relations is a high-tech public relations consultancy offering communication services that are tailored to the markets they serve. To ensure that each of its communications programs is precisely tuned to its target audience, Freestyle employs its proprietary 'Communication Without Boundaries' methodology in which communication programs are built around the specifics of clients' markets and not around an agency standard. In addition to media relations, the agency provides additional services including corporate communications, agenting services, government advocacy, brand identity programs, analyst relations, integrated marcom programs, a full-service editorial program, etc. For more information about how Freestyle creates the WOW! factor for its clients, visit its website at http://www.freestylepr.com or call 703.798.2395.

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