

Here's how Edward Snowden tripled sales for a Dublin cybersecurity company

From the *Columbus Business First* :<http://www.bizjournals.com/columbus/blog/2014/10/here-s-how-edwardsnowden-tripled-sales-for-a.html>



Carrie Ghose
Staff Reporter – *Columbus Business First*

Intelligent ID had a tough sell in early 2013 when it introduced software for flagging internal leaks of sensitive corporate data.

“It was very difficult to bring to market because of its Orwellian overtones,” founder [Jim Mazotas](#) told me.

That June a bespectacled Booz Allen Hamilton Inc. employee working as a federal contractor [leaked a boatload of documents](#) on the surveillance programs of the National Security Agency.

“[Edward Snowden](#) arguably changed everything,” Mazotas said. “Now we can’t even keep up with the demand.”

Intelligent ID, part of Mazotas’ umbrella security company OnGuard Systems LLC, has tripled its customers in government and private industry this year. To date it has raised \$1.7 million, including the serial entrepreneur’s own proceeds from previous companies and outside investors.

What sets it apart from large security firms is its focus on real-time alerts when sensitive data is retrieved, Mazotas said, rather than violating privacy by tracking every action of employees.

“We think we found that perfect balance of keeping the employee happy but also keeping the organization safe,” he said. “We’re an agile smaller company that figured out a better way.”

The software, available either for purchase and installation or via a cloud-based subscription, requires companies to flag their most sensitive files, such as a manufacturer’s 3D drafting documents. Alerts are sent when someone is printing or moving the data to an external device.

“If nobody is going near it, the system never chirps,” he said.

As well as being more selective, it’s immediate, he said, instead of catching data loss in a later audit when damage has been done.

Almost two-thirds of corporate data losses **are from internal causes**, whether those are malicious, accidental or glitchy, according to the Ponemon Institute.

Based in the Dublin Entrepreneurial Center, Intelligent ID has five full-time employees plus contractors. Plans are for about a dozen hires over the next year. Columbia, Maryland-based Convergence Technology Consulting LLC, is a minority owner and helped make introductions to federal agencies, Mazotas said.

This is Mazotas' fourth tech company. He previously sold SafeHouse Systems LLC, software for flagging threats during Internet use by children, to Dublin-based Artemis International Inc., and Plannet Group LLC for managing computer networks to the CareWorks Family of Companies. He started active work on Intelligent ID shortly after the Plannet sale.

"It's things you dream of, little old us in Dublin, Ohio, trying to make a technology product that puts Ohio on the map," he said.

If Mazotas eventually can sell this technology as well, he said he has written up architecture for seven more products including voice recognition.

"The house is full of giant Post-It notes," he said.

Carrie Ghose covers health care, startups and technology for Columbus Business First.



Intelligent ID