

FOR IMMEDIATE RELEASE

## **RAZORTHREAT PARTNERS WITH EFFORTLESS 24/7 TO EXPAND THEIR END-USER MARKETS**

**FOR IMMEDIATE RELEASE – Pontiac, Mich.** – July 14, 2009 – Pontiac cyber-security firm RazorThreat teams up with Effortless 24/7 of Keego Harbor to market RazorThreat's Threat Analysis Console™ (TAC) to end-users. TAC is leading edge threat intelligence and risk management software that protects intellectual capital and personal information from external bots and malware and internal threats that get through existing security equipment.

“We are excited to partner with RazorThreat and add an effective security solution to our portfolio of network security products and services,” said Abizer Rasheed, president of Effortless 24/7, a network and security products and services company. “We are very excited to add RazorThreat to our managed and software-as-a-service offering. Our partnership with RazorThreat allows us to bring a fully managed, proactive, security solution to the mid-tier market. Clients will be able to protect intellectual capital and meet regulatory requirements by paying an affordable monthly service fee rather than making a large capital expenditure. ”

Effortless 24/7 has been supporting the networking needs of middle market customers for over 25 years. Effortless 24/7 monitors over 5000+ metrics on its clients' networks from geographically dispersed network operation centers. Effortless 24/7 offers a fixed-cost, all-inclusive package with proactive support allowing business to run smoothly and efficiently - with minimal downtime. Clients pay one flat fee, so there is never any hidden costs or unexpected "extras.”

“Effortless 24/7 expertise in managed security services was of interest to us. Given the state of the economy, more and more companies are looking for partners to manage the day-to-day security of their networks”, said Greg Guidice, president and chief executive officer of RazorThreat. “Budgets and resources are tight today and the RazorThreat/Effortless 24/7 solution allows companies to increase the ROI of their current security investments and provide their staff with more time to focus on improving their business.”

RazorThreat's TAC enables an organization to increase the benefit and improve the return-on-investment (ROI) of all of their existing IT security and network equipment. The TAC through its patented technology is able to very quickly review ALL network communication within and external to the organization resulting in a dramatically more secure environment. Operating on the premise that a breach is inevitable the TAC minimizes the time to discover the breach providing organizations the ability to predict and hence preempt a catastrophic breach from occurring. This capability saves organizations millions of dollars in discovery, remediation and legal costs. The TAC is unique and superior because it provides organizations a graphical panoramic view of their entire network highlighting where problems exist and where resources should be deployed. The TAC also provides the ability to proactively simulate operational and organizational changes highlighting potential problems before they occur.

**About Effortless 24/7**

Effortless 24/7, based in Keego Harbor, Michigan, supports its clients via a team of highly specialized and experienced engineers working 24 hours a day, 7 days a week, and 365 days a year from our Effortless Network Operations Center. Using the latest technologies, Effortless 24/7 monitors, manages, and protects its clients' network. Continually monitoring over 5,000 independent metrics, from infrastructure and servers to each individual PC, Effortless 24/7 identifies and proactively resolves 85% of issues before they ever happen. Our preventive approach and quick response reduces IT downtime and security issues by over 70%. To learn more, please visit [www.effortless247.com](http://www.effortless247.com)

**About RazorThreat**

RazorThreat, based in Pontiac, Michigan, provides leading edge threat intelligence and risk management software that protects intellectual capital and personal information from all known and yet to be discovered threats that get through existing firewalls, intrusion detection and intrusion prevention and other security software. The software allows organizations to easily detect, review and remediate network-based security threats and vulnerabilities regardless of their source, identifying 'true risk' to the enterprise. The primary benefit of RazorThreat's software is it finds the threats other security systems miss increasing the ROI of existing security solutions freeing up existing personnel to focus on other initiatives. *RazorThreat finds the threats and omissions that your current security solutions miss.* For more information, please visit [www.razorthreat.com](http://www.razorthreat.com)

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