

## The Rising Insider Threat

A company's computer systems are now more at risk of security breaches by its employees than from outside hackers. Dtex Systems has developed a security solution to deal with this problem

Originating in Australia in early 2000, Dtex initially developed the 'SystemSkan' technology for application within the Australian government. SystemSkan was specifically designed to provide a complete audit trail of user activities on the government's computer network, alerting network administrators to suspicious behaviour and non-compliant user activities. In the years since, the application has branched out to serve a broad range of customers around the world, and is now able to proactively prevent data leakage and internal security breaches, while also generating hard evidence for each case.

Following a spate of identity theft incidents in the international banking arena in 2003, Dtex moved into the financial services sector. The company raised additional funding from the venture capital arm of Malaysia's leading Banking and Finance entity, the CIMB Group, which facilitated the set up of headquarters in Kuala Lumpur, as well as new branches in China and Indonesia. Dtex also holds Malaysia's highly regarded MSC Status, which awards companies with incentives and benefits from the Malaysian Government.

Today, Dtex has grown to become a global leader in the specialised field of internal security, with customers from a range of sectors, including defence and military, government, banking, insurance, pharmaceutical and engineering.

"In the past, such high levels of internal security were only required by defence and government organisations, but now most private companies also have the need to audit and control insider activities," says Mohan Koo, a founder of Dtex and Managing Director of its European headquarters in Reading. "We provide organisations with evidence of what their employees are doing, also providing automated functionality to generate alerts and stop the user before they do damage to the company."

### An essential market

In 2003, Dtex won a national security award for innovation in Australia. The prize was funded by UK Trade & Investment and included a visit to the UK to explore the market for its product.

"We immediately knew that the UK and Europe would be an essential market for us," says Koo. "Unfortunately, we were not yet ready for such expansion at that time, given our focus to establish ourselves as the market leader throughout Asia Pacific. However, we always kept the UK in mind, knowing that we were racing against US competitors who were starting to surface."

In the spring of 2007, drawing on seven years of specialised experience and an established product suite, Dtex opened a branch in the UK. Before making the move, Dtex contacted UK Trade & Investment in Kuala Lumpur who put the company in touch with UK Trade & Investment in the UK.

### Fast facts

Company: Dtex Systems

Country: Australia

Industry: ICT

Website: [www.dtexsystems.com](http://www.dtexsystems.com)



UK Trade & Investment helped Dtex identify Reading as the right location for its European headquarters and put Koo in touch with local development agency, the Thames Valley Authority, which assisted the company to find offices.

"Finding a location for the business, and a residence for my family may seem simple but without help it would have been really difficult to find our way around," says Koo. "One of our advisers went out of his way to get an invitation for my wife and me to the Queen's Garden Party. Little things like that really helped make us feel welcome."

## Moving forward

Dtex now employs close to 100 people worldwide, including seven people in the Reading office where its operation is set to double in size by the end of 2008. Dtex views its Reading office as a springboard to the European market, and regional offices in Portugal and Spain launched within months of setting up the UK base.

"With a number of high profile data leakage and internal security

breaches over the past 12 months at the front of people's minds, the demand for our software has moved clearly from a 'nice to have' product, to a 'must have' product," says Koo. "We came here with the intention to quickly secure some strategic customers. Now we are working to the hilt and looking to scale up our resources to meet demand."

After a year in the UK, Dtex is busy planning ahead for the future. The company is actively assessing expansion opportunities in France, Germany, Scandinavia and Eastern Europe.

To other companies thinking of moving to the UK, Dtex strongly recommends contacting UK Trade & Investment.

"Arrange an appointment, clearly articulate your intended positioning and expectations from the UK market and talk to their recommended adviser," says Koo. "UK Trade & Investment immediately linked us to people who gave realistic advice with direction for attainable market reach and real business opportunities. This support is absolutely invaluable."

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## Europe's Silicon Valley

Many of Dtex Systems customers are located in London, but when it came to choosing a location for their business, the company decided on Reading. Only 38 miles away from the capital, Reading is fast becoming known as the Silicon Valley of Europe due to the high volume of IT companies in the area.

Transport to London from Reading is quick - Paddington Station is only a 25 minute train ride, with Heathrow and

Gatwick Airports relatively easy to reach.

"So many other tech companies are based here, including Vodafone, Microsoft and Symantec," says Koo. "It just made sense to be out here rather than in London. We have a lot of contact with the other IT companies here and I now sit on both the advisory board of 'Innovate Thames Valley' as well as the Berkshire committee for the Institute of Directors. This has really helped me to expand my network quickly."

## Sector Focus

- Over a million people are employed in computer-related fields in the UK, with more than half in the software and computer services industry
- The UK is home to leading global players and to over 100,000 specialist software houses
- There are more software start-ups in the UK than anywhere else in Europe
- The software market is bolstered by public-sector engagement and the UK Government is investing heavily in pursuit of its transformational agenda



## Get in touch

UK Trade & Investment is the Government organisation that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's vibrant economy.

For further information, please visit:  
[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

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