



## Watchfire® WebXM™ 4.5

Watchfire® WebXM™ is the industry's only automated Online Risk Management solution that audits quality, privacy, accessibility and compliance issues across corporate web properties. WebXM drives significant cost out of the online operation by automating manual processes and identifying and prioritizing issues for immediate remediation.

### Core Platform

WebXM 4.0 is a web-based system that consists of a core platform that handles scanning, database storage, administration and reporting. WebXM automates website audits and manual tracking by scanning website content and applications, storing the findings in a relational database (MS SQL Server)<sup>1</sup> and generating actionable reports. Its flexible, thin-client architecture supports multiple enterprise user roles and access permissions. A key feature of WebXM, Issue Management, lets you prioritize the issues you deem most critical to your organization.

### Executive Dashboards and Reporting

WebXM's executive dashboards track all critical online metrics across the enterprise, including quality, privacy, accessibility and compliance issues. The open architecture enables e-business and compliance executives to incorporate data from other management tools, providing an enterprise view into the online channel enabling faster remediation of issues and more informed decision-making and process improvements.

All WebXM reports are accessible through the browser interface. WebXM creates actionable reports for all levels of the organization, from high-level summary dashboard views for the executive to detailed reports for Quality Assurance teams and web developers.

### Reporting Modules

To expand the types of online issues WebXM reports on, you can add any of the six optional reporting modules to the core platform.

The **Inventory** module performs an automated analysis of your web environment in order to create an inventory and technology map of your entire web presence - a critical first step in understanding what you have, and what you need to manage.

The **Quality** module scans and reports on issues that impact the effectiveness of your website - issues such as spelling errors, broken links and outdated content - to enhance site usability and employee productivity by making information accurate and easier to find.

The **Privacy** module uncovers and reports oversights that may expose your organization to undo risk - issues including missing privacy statements, insecure data collection forms, cookie presence and third-party links - critical if you need to comply with privacy regulations such as COPPA, GLBA, HIPAA and California SB1386 & AB1950.

The **Banking Compliance** module analyzes web content and verifies that language and items on the website comply with federal consumer protection requirements including the Equal Credit Opportunity Act, the Truth in Lending Act and the Truth in Savings Act.

The **eGov Compliance** module analyzes and maps audit results specifically to OMB requirements and best practices. By reporting on OMB web compliance risks, agencies are better able to mitigate web risk, achieve the agency mission and fulfill the requirements of the President's Management Agenda.

### BENEFITS:

- Reduces online risk by isolating quality, privacy and compliance issues
- Increases online trust by managing the issues that lead to customer mistrust
- Manages regulatory and internal compliance of the online channel
- Reduces costs through automation of manual tasks
- Provides visibility and control of the online channel
- Minimizes risk exposure through web technology consolidation
- Provides faster remediation by identifying issues more quickly than manual tracking, and reduces the risk of human error

<sup>1</sup> WebXM ships with an MSDE database only.

## WATCHFIRE

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The **Accessibility** module helps ensure that your website is accessible to all employees, including those using assistive devices, by monitoring for over 170 comprehensive accessibility checks such as appropriate text and background color contrast or the presence of text equivalent "alt" tags on images. It helps you determine your site's level of compliance with government standards, including the U.S. government's Section 508 and the UK's DDA, and guidelines such as the W3C's WCAG and France's AccessiWeb.

## About Watchfire

Watchfire provides Online Risk Management software and services to help ensure the security and compliance of websites. More than 500 enterprises and government agencies, including AXA Financial, SunTrust, HSBC, Vodafone, Veterans Affairs and Dell rely on Watchfire to audit and report on issues impacting their online business. Watchfire has been the recipient of several industry honors including the HP/IAPP Privacy Innovation Award, *InfoSecurity Product Guide's* Hot Security Company 2006, *Computerworld's* Innovative Technology Award, "Recommended" rating by *Computer Reseller News*, and is a finalist in *SC Magazine Awards* 2006. Watchfire was named by IDC as the world-wide market share leader in web application vulnerability assessment software. Watchfire's partners include IBM Global Services, PricewaterhouseCoopers, Sapient, TRUSTe, Microsoft, Interwoven, EMC Documentum and Mercury. For more information, please visit [www.watchfire.com](http://www.watchfire.com).