

# New Jersey's Best Kept Secret

You don't need to travel to the west coast to find groundbreaking technological innovation in cybercrime.

By Sue Zhang

When thinking about companies that have shifted historical paradigms within the technology industry, one may look no further than America's West Coast, home to behemoths such as Apple, Intel, Cisco, Google, Amazon, Microsoft and the like. However, the geographic epicenter of high tech is now being challenged strongly by the East Coast, with New Jersey based world-class technology companies energizing the tech scene through dominance in some of the hottest and fastest growing fields on the planet.

We found one such company, NIKSUN, located right in the heart of Princeton, NJ. Having recently been recognized by the Defense Information Systems Agency (DISA) and the Department of Defense (DoD) for product excellence, NIKSUN was chosen to be the primary provider of full packet capture capability for the U.S. Government's new network protection program, the Joint Regional Security Stacks (JRSS). Primarily based on the advanced technology that they had pioneered in NJ, they successfully beat out all other multi-billion-dollar cyber security companies from Silicon Valley and elsewhere.

The JRSS is comprised of a suite of equipment that performs firewall functions, intrusion detection and prevention, enterprise management, virtual routing and forwarding (VRF), in addition to providing a whole host of network security capabilities. It allows information traversing DoD networks to be continuously monitored, ensuring stringent security along with world-class throughput and performance.

Being selected to form key components of the U.S. government's critical infrastructure and backbone of cyber protection is a stride forward not only for NIKSUN, but also for New Jersey—and indeed the entire East Coast. Recently interviewed after this truly inspirational landmark success, Dr. Parag Pruthi, Founder and CEO of NIKSUN, stated, "NIKSUN has, once again, proven itself to be the best in the world".

## History of NIKSUN

Nearly 20 years ago, Dr. Pruthi launched NIKSUN as a startup in his garage while the public Internet was still in its infancy. Along with its many benefits, the Internet unfortunately also became a harbinger of cyber attacks. Envisioning how cyber security would become the top priority for government agencies, large enterprise and even small/mid-sized companies, Dr. Pruthi developed a series of cutting edge products that over a span of two decades garnered glowing media attention and won numerous accolades such as consecutive five star (out of five stars) awards from SC Magazine; Global Network Visibility Product Line Leadership Award from Frost and Sullivan; one of Top 50 IoT companies from CIO Review; Outstanding Technology Development Industry Award from NJTC and many more.

Proudly serving New Jersey for many years, NIKSUN continues to generate hundreds of jobs

in the state and benefits the community in many other ways. In support of the burgeoning East Coast tech scene, Dr. Pruthi has been singularly responsible for inviting several high-level government officials to Princeton, NJ and has put both New Jersey & NIKSUN in the spotlight. The most recent distinguished officials to visit include former United States Army General James E. Cartwright, the Honorable Michael Chertoff, Former Secretary, U.S. Department of Homeland Security, Commissioner William Ralph Basham, former U.S. Commissioner of U.S. Customs and Border Protection (CBP), Director of the United States Secret Service (USSS), Department of Homeland Security (DHS) Senior Executive, former Ambassador of Denmark to the United States, Peter Taksøe-Jensen, and a whole host of other dignitaries and officials both from The United States and other countries.

## The Community

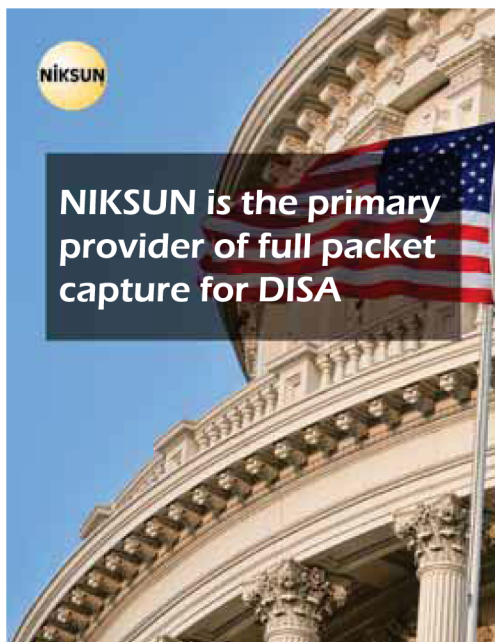
NIKSUN also works hard to support its community. One specific example was after hurricane Sandy. As we all recall, Atlantic City and many of its businesses took a tumble right after the storm. In an effort to help revitalize the AC community, Dr. Pruthi decided to organize a global cyber security conference called WWSMC (World Wide Security and Mobility Conference) and host it in Atlantic City. Over 1000 delegates and their families from many countries attended and millions of dollars went into the economy of Atlantic City. This single event gave many in Atlantic City new hope for a brighter future.

A few years ago, some of the state's leading academic institutions, the Institute of Electrical and Electronics Engineers (IEEE) and others in NJ were also looking for ways to be more relevant to industry. Dr. Pruthi invited them to join him in his WWSMC initiative and launched several local events. Today, this spirit of collaboration between academia and industry continues to provide intelligent insights in security and mobility for many in NJ and has certainly injected the local institutions with new vigor.

## Pioneers Are Made in NJ

The far-reaching effects of cyber attacks are being felt globally and cyber security has become a critical component, catapulting to become a high growth market. As such, real-time forensics-based security and 100% service availability is becoming vital to delivering the myriad of cloud based and other real-time services. NIKSUN's vision of unifying the disparate sources of information into a single distributed data warehouse is proving to be the gold standard in the industry. Not only does this amalgamation of information provide for rapid remediation, but it also helps significantly reduce operational costs.

But this broad vision could not be completed in just a year or two. It took almost two decades to meticulously build upon the foundational archi-



texture and achieve the vision. And that is why NIKSUN has become one of the few companies that have been able to succeed in a highly competitive market. Tucked away in a serene corner of NJ, the people at NIKSUN continued to drive their vision, working one piece at a time. Each singular piece had to be monetized to fund further investment and work in the other areas. So, over time NIKSUN released several key products in the market such as: NetVCR, NetDetector, NetTrident, NetX, NetTradeWatch, NetOmni, etc. Each piece was targeted to a specific application, yet worked on the same foundational platform. This allowed NIKSUN to sustainably complete its vision of a giant data warehouse that could be the all-encompassing source of truth in an organization. Each of these products were then just data mining applications that ran on the data warehouse.

As such, NIKSUN's solutions became applicable in a vast array of industries; from cyber security, to network performance, to service availability, to high-frequency trading security and analytics, to mobile network core/edge security, and many others. This solution also allowed its customers to not have to rip-and-replace technology every few years, instead they just continue to grow upon the intelligence base they have built, ensuring that the knowledge they created was never lost and continued to serve them year after year.

Every few years, the folks at NIKSUN come out with the next big thing. They call it making a revolution. With its latest product offering, Supreme Eagle, NIKSUN has once again raised the industry bar. Supreme Eagle is a single hardware platform that delivers unmatched and scalable recording with analysis speeds exceeding 100 Gbps – a capability exclusive to that of NIKSUN. With 15 times more processing capability, 60 percent less power consumption, and requiring 80 percent less rack space in comparison to any current industry solution, Supreme Eagle has once again stirred the pot. It completely transforms traditional data capture and monitoring to ultimately redefine what a “next-generation” product should be, as featured in the October 2015 issue of SC Magazine. ■



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## NIKSUN At a Glance

- **Founded: 1997 in NJ**
- **Mission Statement: To create technology that enables customers to build a secure and robust global IP infrastructure**
- **Corporate Headquarters: Princeton, New Jersey, USA**
- **Customers: Over 1,000 Fortune 500 companies, government agencies, and service providers**