
Hortonworks and Neustar Co-Development to Deliver New Identity Management and Security for Internet of Things Devices

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Open Source Technology Collaboration Extends OneID to Apache Ranger and Apache Atlas;

Device Directory Enables Development of Cloud-based Management and Security for IoT

January 11, 2017 — STERLING, Va. — [Hortonworks, Inc.](#)® (NASDAQ: HDP) today announced an open source technology collaboration with Neustar, Inc., a trusted, neutral provider of real-time information services, to create powerful, business-friendly security and identity management tools for Internet-of-Things (IoT) devices. Hortonworks' connected data platforms enable Neustar to extend its OneID® identity management to Apache, utilizing Hortonworks Data Platform (HDP) and Hortonworks Data Flow (HDF), to enable the development of new industry-leading identity management and security solutions for IoT devices.

“IoT represents such a unique opportunity for our customers, but the security and management of this connection science is a major IT challenge,” said Hank Skorny, SVP of IoT at Neustar. “Hortonworks is a key open source collaborator that enables Neustar to extend its policy management to the device level.”

Neustar OneID is an identity solution that delivers IoT certificate and identity management in the authentication and revocation of IoT devices. By integrating with HDP and HDF, Neustar is able to incorporate the functionality of Apache Ranger and Apache Atlas to extend management down to the device level. This cloud-based management allows for central management of devices, with the ability to enforce policies based on user or device. This granular policy management enables more secure IoT devices for customers without the security implications of adding large numbers of devices to their network.

“Neustar has leveraged open source security and policy enforcement technologies to power OneID as well as Device Directory for mobile devices,” said Greg Pavlik, chief product officer, Hortonworks. “This is a true testament to our core belief that open source brings innovation to market faster and our commitment to helping our customers innovate faster with the community.”

Using Neustar's Device Directory, its customers can register devices, creating a central repository for easy management and policy enforcement. Apache NiFi and Apache MiniFi through HDF allows customers to extend the reach of the Data Distribution System (DDS) down to the device, whether it is online or offline. By doing so, Neustar OneID can be used to generate or revoke certificates for hosts, with the ability to quickly remove a compromised host or group of hosts. Once an issue has been resolved, OneID and HDF can bring the same hosts back up quickly and easily.

Neustar OneID will be able to sign and validate data, helping ensure its authenticity and alerting an organization to any issues. With end-to-end data validation extending from the edge to central management in the cloud, and with the ability to act once a compromised host is detected, Neustar is offering customers greater peace of mind as they explore IoT.

About Hortonworks

Hortonworks is an industry leading innovator that creates, distributes and supports enterprise-ready open data platforms and modern data applications that deliver actionable intelligence from all data: data-in-motion and data-at-rest. Hortonworks is focused on driving innovation in open source communities such as Apache Hadoop, Apache NiFi and Apache Spark. Along with its 1,800+ partners, Hortonworks provides the expertise, training and services that allow customers to unlock transformational value for their organizations across any line of business.

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About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because

we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>.