Symplified

Editorial Contact:
Marc Gendron
Marc Gendron PR
781-237-0341
marc@mgpr.net

FOR IMMEDIATE DISTRIBUTION

Symplified Named Top-10 Start-up to Watch in 2009 by Network World

Premier Publication for Network and IT Executives Recognizes Symplified's Security and Compliance Solution for Cloud-based Applications

BOULDER, Colo., Jan. 14, 2009 – Symplified, the on-demand identity company, today announced that it was named one of Network World Magazine's Top-10 Start-up Companies to Watch in 2009. Every year, Network World identifies the ten most promising start-ups that are tackling the biggest IT challenges facing enterprises. Symplified was singled out for its innovative Web-hosted, subscription-based access-management service that offers single sign-on (SSO) and compliance capabilities for software-as-a-service (SaaS) and in-house Web applications.

According to Network World, "As SaaS takes on a greater role in the enterprise, Symplified will help allay concerns about using software that's outside the firewall by controlling who may use applications and how."

As organizations deploy multiple SaaS applications alongside traditional web applications, they need to centrally manage access to both kinds of resources. Symplified Access is a ground-breaking, on-demand identity management service that delivers web access management, Internet SSO, and audit across SaaS and traditional Web-based applications.

The Symplified Access service is based on Symplified SinglePoint, an integration-as-a-service platform that unifies multiple SaaS and cloud applications into a single hub with one connection.

-more-

SinglePoint is the first Internet utility for secure SaaS and cloud application access, delivery and integration. It is architected to meet the scalability and reliability requirements of the most demanding enterprise and cloud service provider environments.

"What is interesting about its (Symplified's) approach is that it uses a SaaS framework itself," said Jeffrey Kaplan, who runs the consulting firm ThinkStrategies. "You buy it on a subscription basis . . . and scale it up or down based on your needs."

"In our increasingly on-demand world, organizations are deploying multiple SaaS applications from different providers, yet lack the ability to centrally control and audit access to these resources and the sensitive information they contain," said Eric Olden, founder and CEO of Symplified. "Symplified removes the costs and complexities of enterprise cloud computing. We are honored that Network World considers us one of their Top 10 Start-Ups to Watch in 2009. In spite of the tough economy, we are experiencing accelerating demand for our services."

About Symplified

Symplified enables enterprises to securely adopt SaaS and cloud computing by providing on demand identity and access management (IAM). Symplified integrates enterprise Windows networks with Salesforce.com, ADP, WebEx, Workday and others improving security and easing compliance. Symplified was founded by the same management team that created Securant, which pioneered the market for Web access management software and was acquired for $140M by RSA Security. Venture funding for the company was provided by Granite Ventures and Allegis Capital. Symplified is headquartered in Boulder, Colo., with offices in Palo Alto, Calif. Visit us on the web at www.symplified.com.

\#   \#   \#