Symplified

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Symplified CTO Darren Platt to Present at CloudWorld

Mr. Platt to Discuss Access Control and Audit Challenges for SaaS Applications

PALO ALTO, Calif., July 20, 2009 – Symplified, the cloud security company, today announced that its Chief Technology Officer and co-founder Darren Platt will present a session at the CloudWorld Conference in San Francisco on the challenges and pitfalls associated with enforcing access control policies and auditing usage of Software as a Service (SaaS) applications. Mr. Platt is a recognized expert on identity management, and co-authored the AuthXML specification which was the precursor to the SAML identity federation standard.

In today's On Demand world, organizations face new challenges when trying to manage user access, security, and audit to cloud delivered applications. Unlike the past, when user identities and access control could be managed within the enterprise network, enterprises that deploy SaaS must manage user access to applications that reside outside the firewall. Access management has always been a difficult problem to solve; with the disappearing perimeter it has become even more complicated. Mr. Platt will cover the technical and organizational challenges that must be addressed to manage access, authentication, single sign-on, auditing, and regulatory compliance for cloud-based applications.

"Organizations, large and small, are implementing cloud-based solutions for collaboration, personal productivity, and line of business applications. However, many industries are governed by compliance regulations that require documented and auditable security controls over who can access data," said Darren Platt, CTO of Symplified. "Managing access control across more than one SaaS application quickly escalates in complexity, while auditing usage is problematic for even just one cloud service. This session will examine cloud security and compliance

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management to help attendees better understand the challenges they face and how they can be overcome."

Session Details

Title: Untangling Access Control and Audit for SaaS

Date: Thursday, August 13, 2009

Time: 10:15 – 11:00 AM

Location: Moscone Center, San Francisco

More info: http://www.linuxworldexpo.com/SitePage.aspx?id=5537243d-03eb-4d10-a4ab-832614efd3d7

About Darren Platt

Darren Platt is CTO of Symplified and a recognized expert on identity management. He co-authored the AuthXML specification, which was the precursor to the SAML identity federation standard. He has served as Senior Director of Technology for Ping Identity, where he led the design of its first generation of open source federation software, conformance services and PingTrust SOA security product. Previously he was vice president of engineering at Web access management pioneer Securant Technologies, where he managed development of the ClearTrust product until its acquisition by RSA Security in 2001. At RSA, Mr. Platt represented RSA on the SAML working group at Oasis.

About CloudWorld

CloudWorld will provide a comprehensive look at this emerging technology that is radically changing today's data center and becoming increasingly important to the enterprise because of its immense cost savings benefits, scalability and agile functionality. To register for CloudWorld, please visit https://register.rcsreg.com/regos-1.0/osw2009/ga/clear.html. For more details on the conference content, please visit http://www.cloudworldexpo.com.

About Symplified | The Cloud Security Company

Symplified provides the Trust Fabric of the Cloud – integrating enterprise security policies and administration with cloud applications and data. The SinglePoint™ solution combines Web access management, cloud access management, authentication, Single Sign On (SSO), federation, auditing, and cloud user provisioning. It is available either as an on-premise appliance or delivered from the cloud as a secure proxy. SinglePoint is pre-integrated with leading Cloud applications and platforms including Google Apps, Salesforce.com, ADP, Taleo, Xactly, Jive,

Workday and many others. Symplified's founding management team also created Securant, which pioneered the market for Web access management and federation software. Securant was acquired by RSA Security in 2001. 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.

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