



NEWS RELEASE

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Symplified Raises \$6M in Series A Financing

Former Securant Founders Unveil Next Generation Identity Management Firm; Granite Ventures and Allegis Capital Lead Round

BOULDER, Colo., June 9, 2008 – [Symplified](#) today announced that it has raised \$6 million in a Series A round of venture capital financing. The company is led by the same management team that founded [Securant](#), a leading identity management software vendor acquired by [RSA Security](#) in 2001. Symplified will introduce a revolutionary approach to [Web Access Management \(WAM\)](#) at the Burton Group [Catalyst Conference](#) June 23-27 in San Diego.

Symplified will use the funds for sales, marketing, and operations. The round was led by premier Silicon Valley venture capital firms [Granite Ventures](#) and [Allegis Capital](#). Chris McKay, principal at Granite Ventures, Spencer Tall, Managing Director for Allegis Capital, and Todd Rowe, Group Vice President & General Manager for Business Objects, an SAP company, have joined Symplified's Board of Directors.

“The Internet has become the backbone of business-to-business collaboration and transactions for companies of all sizes,” said Eric Olden founder and CEO of Symplified. “However, managing electronic identities and credentials remains costly and complex for even the most technically savvy organizations. Symplified was created to erase the barriers hindering adoption of cloud computing.”

“Symplified has developed a powerful, yet simple solution that makes Web identity management easy,” said Chris McKay principal at Granite Ventures. “By focusing on the

intersection of the expanding market for SaaS, the under-served midmarket enterprise and cloud computing, Symplified is addressing an enormous market opportunity. The company is led by a proven team of executives with the technical expertise and business skills required to become a market leader.”

“The Symplified team has already proven once that it understands the identity management market and knows what it takes from a technology and business standpoint to build a successful company,” said Spencer Tall, Managing Director for Allegis Capital. “The company’s revolutionary vision and technology for addressing business-to-business challenges in a Web 2.0 world are unlike anything we’ve seen.”

About Symplified

Symplified’s vision is to enable Enterprise 2.0 to adopt cloud computing by providing the identity infrastructure for the On Demand world. 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. The company has developed breakthrough technology that addresses the complexity and cost associated with monolithic software approaches to Web identity management. Symplified is headquartered in Boulder, Colo., with offices in Palo Alto, Calif. Visit us on the web at www.symplified.com.

About Granite Ventures, LLC

Granite Ventures has been helping early-stage technology companies build solid foundations for success since 1992. Granite has managed over \$1 billion in venture capital and has invested in more than 100 private companies. They partner with promising and successful entrepreneurs to create businesses that have a competitive edge, and help those businesses achieve category leadership. More information can be found at www.granitevc.com.

About Allegis Capital

Allegis Capital, based in Palo Alto, CA, is a seed and early-stage venture capital firm with over \$700M under active management and an investment focus on enabling technologies and infrastructure in information technology and the Digital Economy. Allegis combines the extensive operating and venture investment experience of its

partners in working with entrepreneurs to build successful businesses in network communications and enterprise solutions as well as digital media, electronic commerce and Internet infrastructure technologies.

In addition to its institutional investors Allegis Capital is a leader in working with major corporations to create strategic advantage for its investors and portfolio companies. Its 35 corporate partners include A&E Networks, Boeing, Best Buy, Comcast, Eastman Chemical, Fujitsu, General Electric, Honda, Motorola, Rogers Communications, Siemens, Societe Generale, and other multinational companies.

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