

CrossIdeas enters the Identity & Access Governance space and brings innovation to the market

A new life for IDEAS, the solution formerly owned by Engiweb Security and two industry executives launch a new leader in the field of Identity & Access Governance

Rome, 14th September 2011 – Today CrossIdeas announces its debut on the Italian and international markets. Leveraging the heritage of the IDEAS platform (**ID**entity & **A**ccess governance **S**olutions) and of Engineering, a leading European consulting and system integrator, CrossIdeas is already positioned to be an outstanding example of innovation in the Identity & Access Governance software market.

CrossIdeas is born from the acquisition of the Engiweb Security business unit formerly known as IDEAS, the integrated platform addressing Identity & Access Governance needs. The acquisition includes the team, IP rights, product development and marketing.

The agreement was reached through a management buy-out (MBO) operation by the former Engiweb Security management team. Engineering, a leading European consulting and system integrator firm which previously owned IDEAS, will continue to be a relevant sales channel for CrossIdeas.

IDEAS, CrossIdeas' key differentiating factor, is the evolution of traditional Identity Management. While traditional Identity Management focuses on IT processes such as user provisioning and authorization, IDEAS goes much further, addressing the business requirements of compliance managers, auditors and risk managers. IDEAS bridges the gap between compliance policy and IT infrastructure to enforce access policies in all aspects of Identity and Access Management. More than 90 customers are already running IDEAS software to control Access Rights of internal and cloud-based applications.

Alberto Ocello, President and CEO at CrossIdeas commented: "IDEAS is considered by various international market analysts to be one of the most innovative solutions in the Identity & Access Governance space. CrossIdeas is a very special new company which already incorporates 10 years of experience in this ever-growing market. The combination of a new brand, shareholder structure and sales leadership will allow us to operate on the international scene with new product strategies and partnerships aimed at rapidly increasing the company's value."

The Identity & Access Management market is growing year after year based on an increase in demand for unified platforms capable of managing a diversified forest of regulations and compliance needs. Identity & Access Governance adds Business Intelligence and Process Control to traditional Identity Management which typically focuses on IT efficiency rather than addressing the business users' needs. Over the



course of the next three to five years, companies will shift their attention from IT efficiency to risk control processes.

CrossIdeas has been included in the vendors' list of the Gartner "Hype Cycle for Identity and Access Management Technologies, 2011" research paper for the "Identity&Access Governance" (IAG) category.

According to Gartner analysts Earl Perkins and Gregg Kreizman "IAG is recognized as an important part of IAM, particularly for large, multinational enterprises and other organizations with complex reporting and management relationships that need access entitlements to be managed consistently. This capability can deliver the ability sought by business to truly know who has access to what."

"We rank CrossIdeas among the leading European vendors of solutions for Access Governance and Dynamic Authorization Management solutions. Their concept includes for strong Access Governance capabilities, combined with exceptionally close integration with role management" says Martin Kuppinger, Principal Analyst at KuppingerCole "CrossIdeas IDEAS also follows a rather unique strategy that supports both static and dynamic authorization management including strong business integration , which puts them firmly in the market for true Entitlement Management."

As an immediate result of the Management Buy Out, two industry executives have joined CrossIdeas and are focusing on strengthening product sales through an international partner ecosystem. Andrea Rossi, former Regional Sales Director at Novell, has been appointed as Vice President for Global Sales & Partners while Marco Venuti, former Novell EMEA Compliance Management Lead, is the new Vice President of Alliances & Enablement.

"Companies require improved Identity Intelligence to better control the operational risks related to improper access to information. The previous Engiweb Security, and now CrossIdeas, has always addressed the business requirement of Identity & Access Governance" said Andrea Rossi, VP Global Sales & Partners at CrossIdeas "I'm very excited about the opportunity to expand CrossIdeas sales and relevance in the international market through a pragmatic partnership strategy. The Identity & Access Management market is currently reshaping itself, and I strongly believe CrossIdeas – as a leading European player - can offer customers and partners better protection of their investment."

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About Crossideas

CrossIdeas, formerly known as Engiweb Security, provides Identity & Access Governance Solutions to harmoniously manage people, applications and entitlements. The result is a stronger Risk Aware Enterprise, increased protection of customer investment in Identity Management and flexible, cutting edge, on-premise and cloud-based service delivery models.

For more information visit www.crossideas.com

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