Increase SaaS Security & Save Money with WAM 2.0

Web Access Management & SSO for SaaS Apps

Jonti McLaren,

Founder, President & COO

Symplified

Agenda

» Why SaaS has Momentum

» Challenges of Securing Cloud Apps

» Solutions for Securing Cloud Apps

» Top 10 Cost Cutting Benefits of WAM 2.0

Symplified
The Cloud Security Company

Eric Olden | Chairman & CEO

Jonti McLaren | President & COO

Darren Platt | CTO and VPE

Ed McCarthy | VP Sales

Jason Merrick | VP Business Dev

Josh Forman | VP Customer Success

NETWORKWORLD TOP 10 COMPANIES TO WATCH 2009

Management team has **80+ years** of combined security experience

» **Team** founded and grew **Securant Technologies -**
   » Leader in Web Access Management & SSO for Fortune 1000
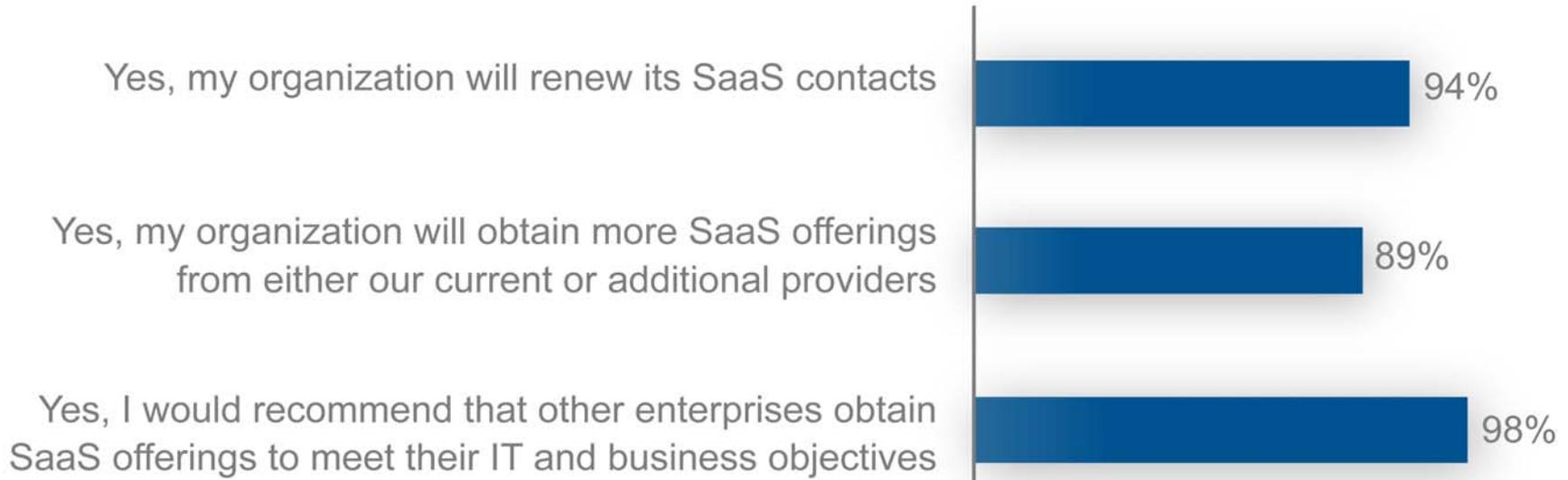   » **Securant** acquired by RSA, Largest M&A security transaction 2001
» **Team** was central in development of SAML standard through AuthXML
» Voted **"Top 10"** to watch in 2009 – Network World Magazine

Symplified - Founded in 2006, Launched Enterprise service in Q4/08

Customers Renewing, Expanding & Recommending SaaS

Percentage of Respondents

Yes, my organization will renew its SaaS contacts — 94%

Yes, my organization will obtain more SaaS offerings from either our current or additional providers — 89%

Yes, I would recommend that other enterprises obtain SaaS offerings to meet their IT and business objectives — 98%

Source: THINKstrategies/Cutter Consortium, 2008

The Shortcomings of Legacy, On-Premise Apps

» **Deployment Challenges**

31.1% of SW projects cancelled before completed.

52.7% of projects cost nearly 190% of original estimates.

» **Operational Costs**

Maintenance & management costs >10x original license fee.

Escalating hardware & staff support costs.

Over provisioning and under-utilization of SW licenses

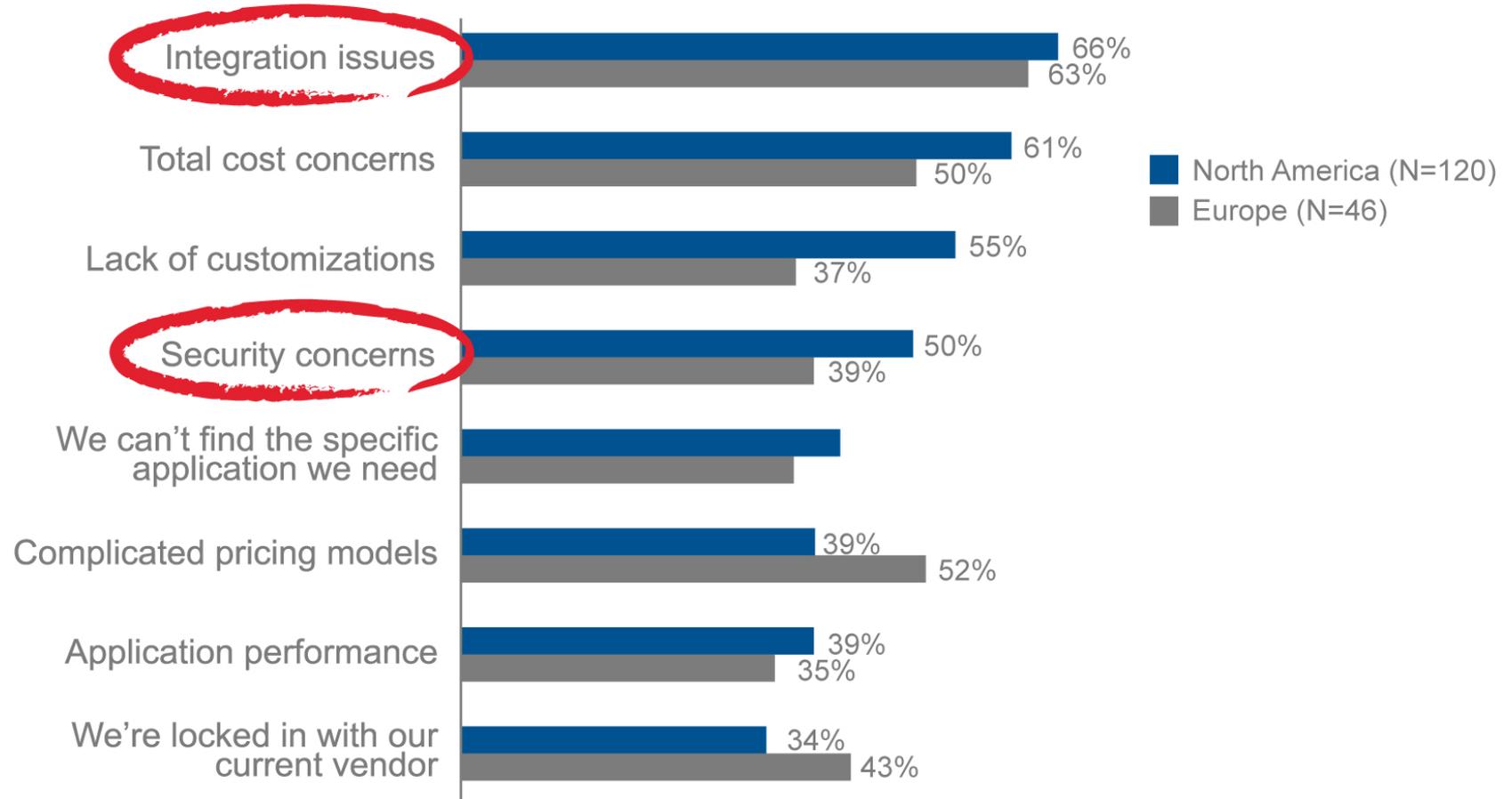» **Economic/Budgetary Pressures**

Need to reduce IT costs and increase business benefits.

Need to increase utilization to gain greater ROI.

Network/data center costs and management complexities also escalating.

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Barriers to SaaS Adoption

**"For which of the following reasons are you not at all interested in software-as-a-service?"**

Integration issues — North America 66%, Europe 63%
Total cost concerns — North America 61%, Europe 50%
Lack of customizations — North America 55%, Europe 37%
Security concerns — North America 50%, Europe 39%
We can't find the specific application we need
Complicated pricing models — North America 39%, Europe 52%
Application performance — North America 39%, Europe 35%
We're locked in with our current vendor — North America 34%, Europe 43%

- North America (N=120)
- Europe (N=46)

Base: software IT decision-makers at North American and European enterprises
(multiple responses accepted)
Source: Enterprise and SMB Software Survey, North America and Europe, Q3 2007

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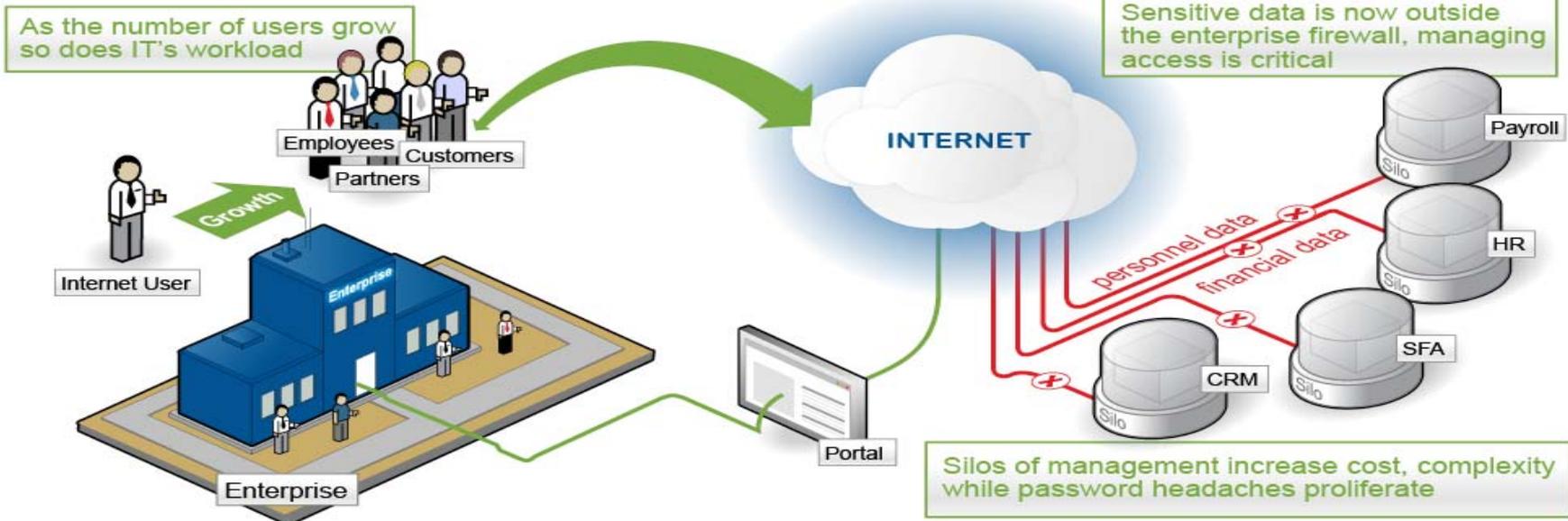
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1999 - 2005

2005 - 2007

Today
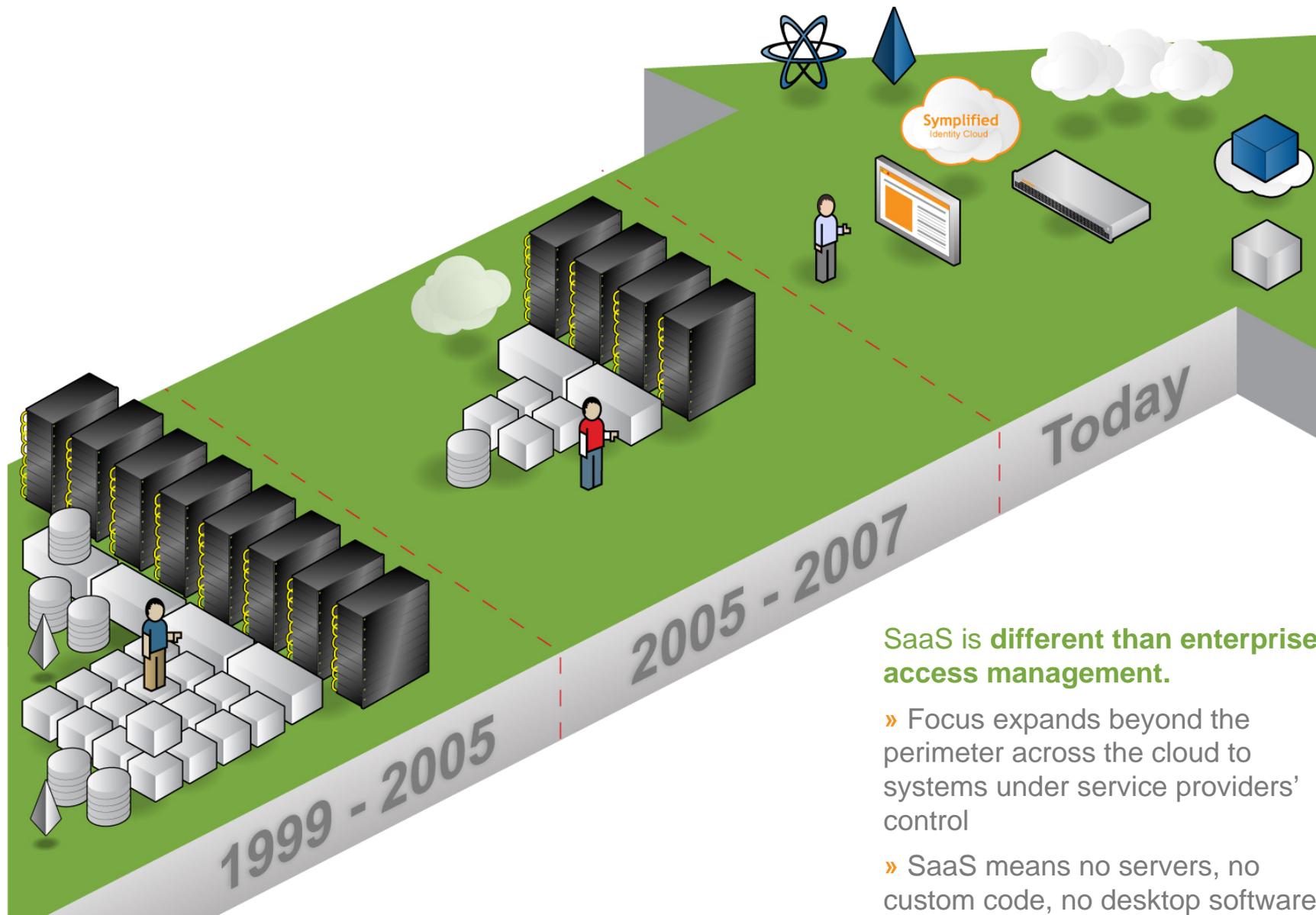
SaaS is **different than enterprise access management.**

» Focus expands beyond the perimeter across the cloud to systems under service providers' control

» SaaS means no servers, no custom code, no desktop software

# **Challenges** Facing Enterprises Today

Growth = Complexity

Sensitive Data - Compliance

As the number of users grow so does IT's workload

Sensitive data is now outside the enterprise firewall, managing access is critical

Silos of management increase cost, complexity while password headaches proliferate

Enterprise Integration

SaaS = Silos

Before Symplified:
Multiple Sign Ons for Enterprise & Cloud Based Applications
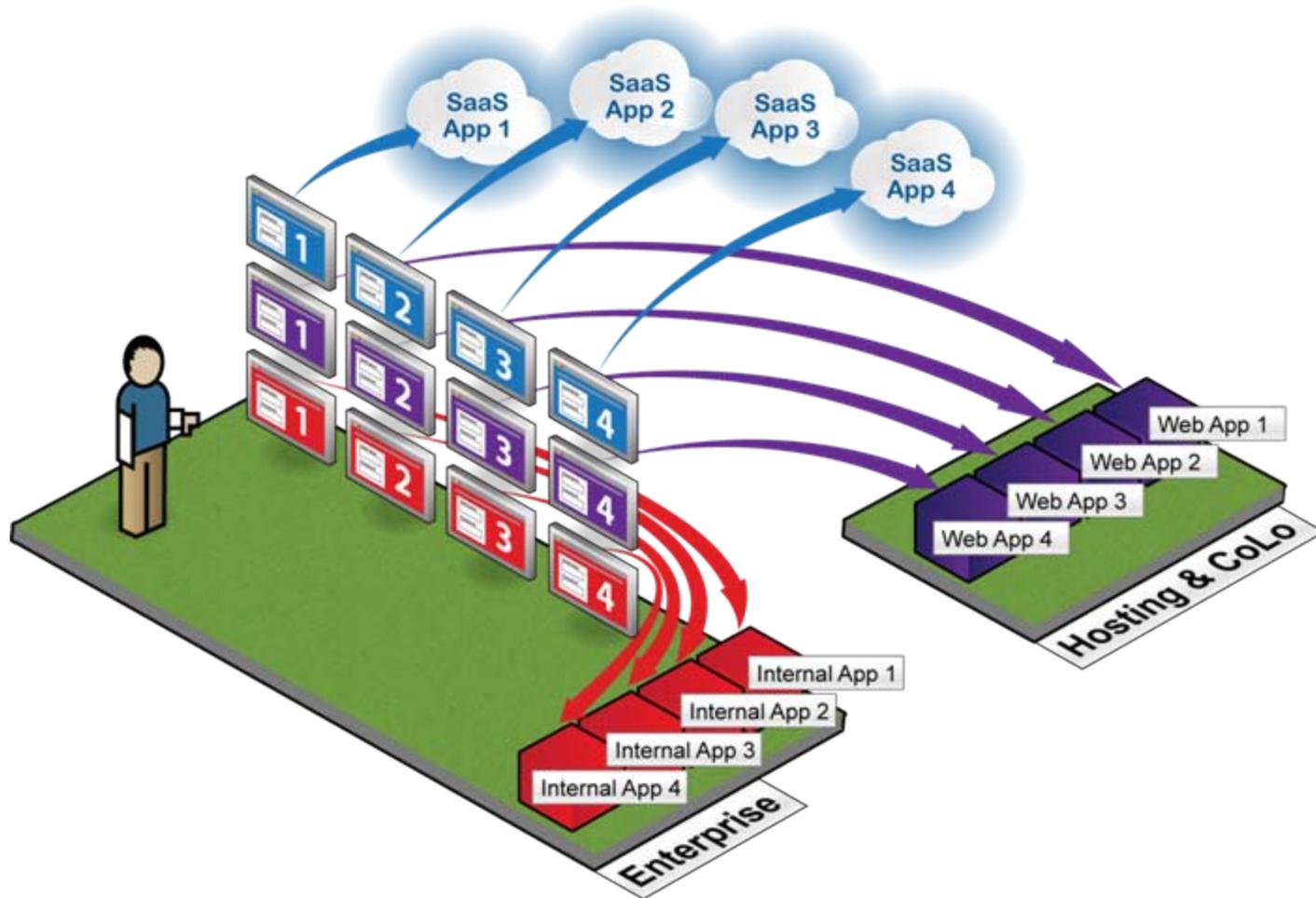
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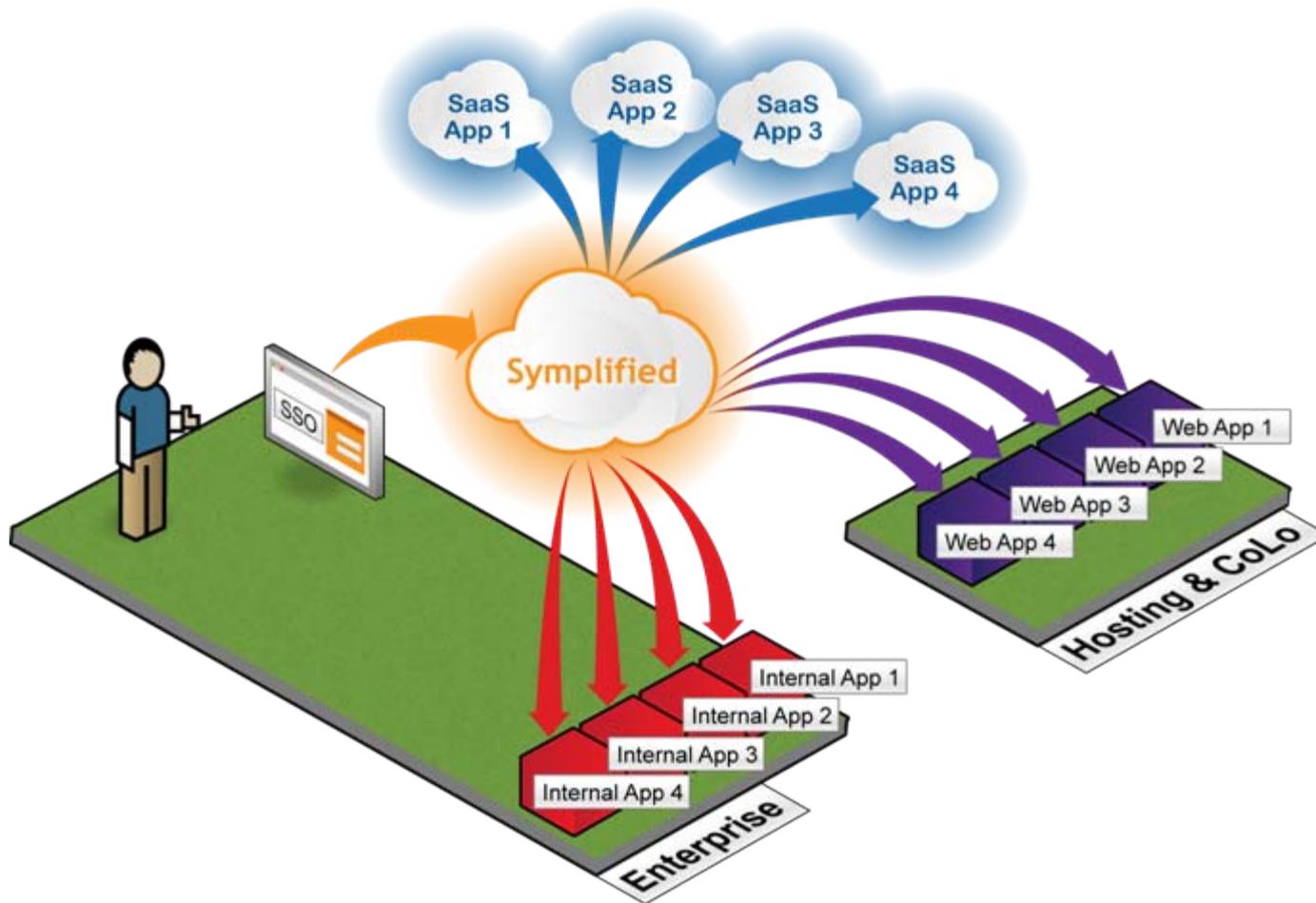
As SaaS Becomes **Business Critical** - Risk Increases

Business are relying on SaaS apps, driving the need for specialized management infrastructure to ensure availability & reduce complexity.

SaaS applications contain sensitive data raising concerns about risk, security and greater need for access controls.

But with growth comes **growing pains…**
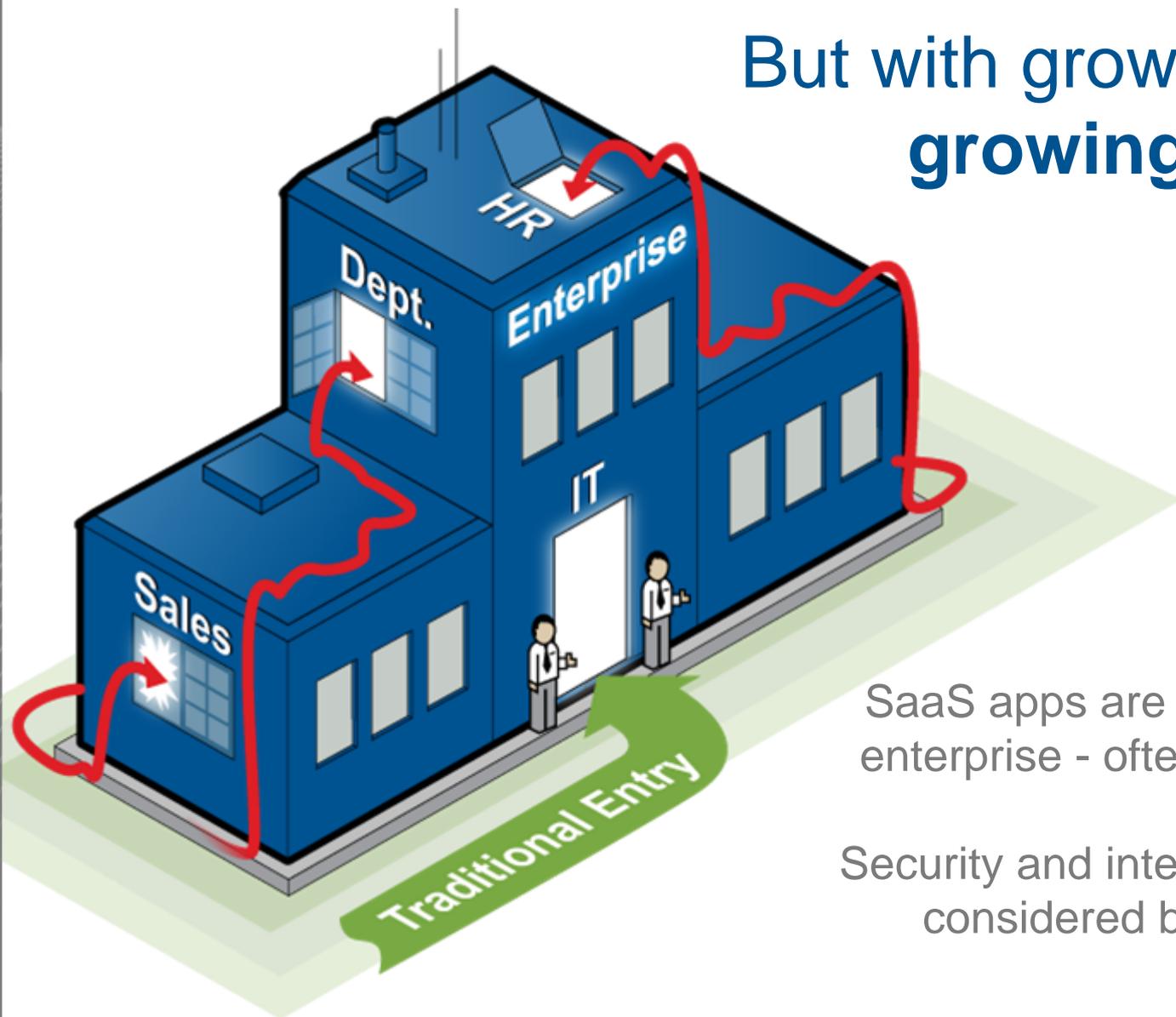
SaaS apps are coming into the enterprise - often bypassing IT.

Security and integration not fully considered before purchase decision.

Business Challenge of Securing SaaS

Enterprises Must Implement Identity and Access Management:

» **Compliance mandates** protections and policies

» **Business risk** must be managed

» **SaaS applications** have created new management silos

But Identity and Access Management is expensive and complex:

» Software projects can easily cost $250,000+

» Integration is usually 3-5 times software cost

» IAM projects often take 6-12 months to deploy

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2) Do you have a consistent audit record that meets compliance needs?

3) Do you have same level of control over hosted apps as you do with apps inside the firewall?

4) Does your approach improve your user's experience?

What does
Security for SaaS
Look Like?
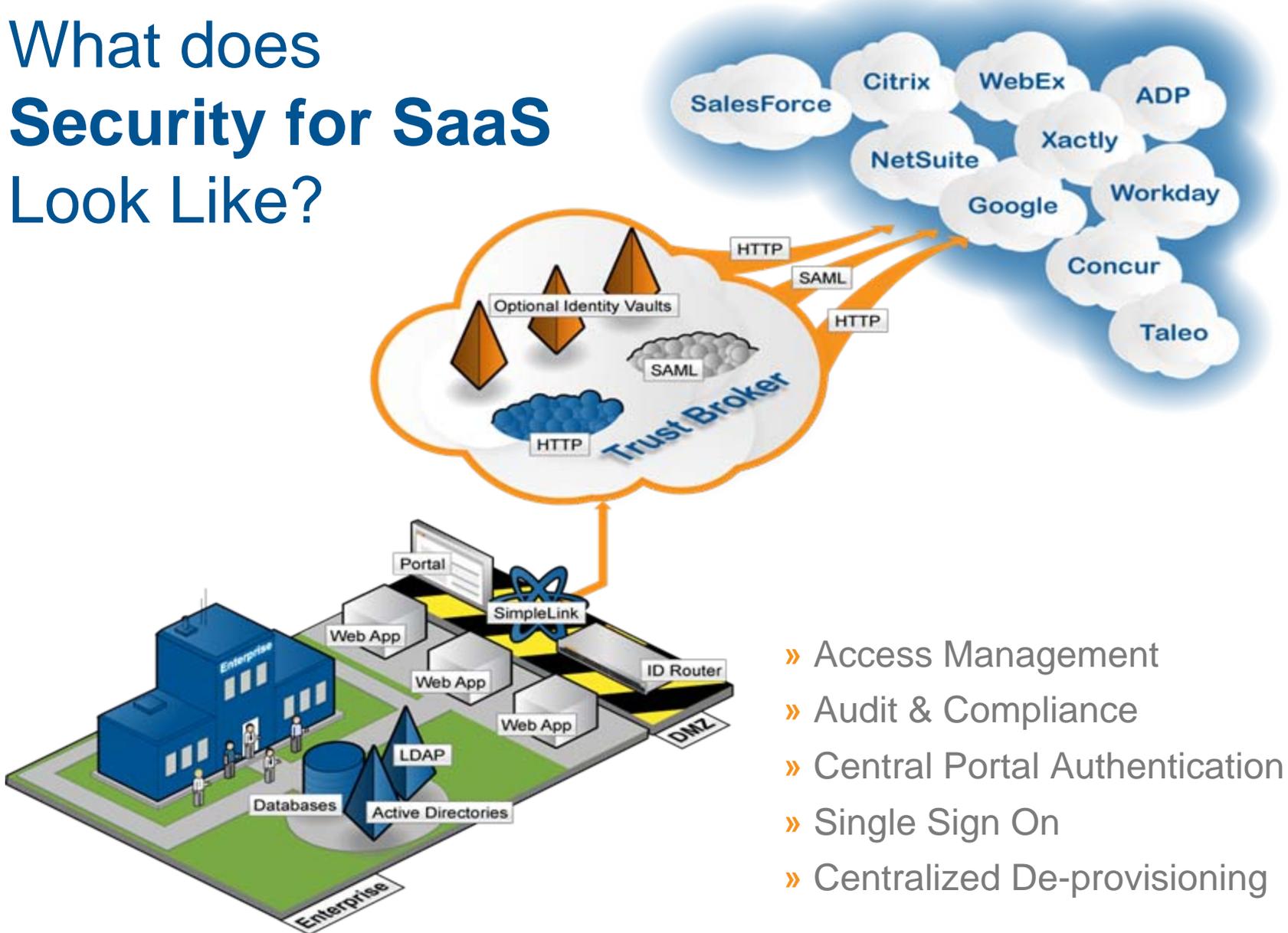
» Access Management

» Audit & Compliance

» Central Portal Authentication

» Single Sign On

» Centralized De-provisioning

What does Symplified provide?
Security for Web, SaaS and Cloud apps

» Access Control & Authentication

» Centralized Audit & Compliance Reporting

» Federated SSO Convenience

» Integration With Enterprise Infrastructure

» SinglePoint Integration Hub

Just as with the Web before it, enterprises won't adopt cloud and SaaS without access control and integration.
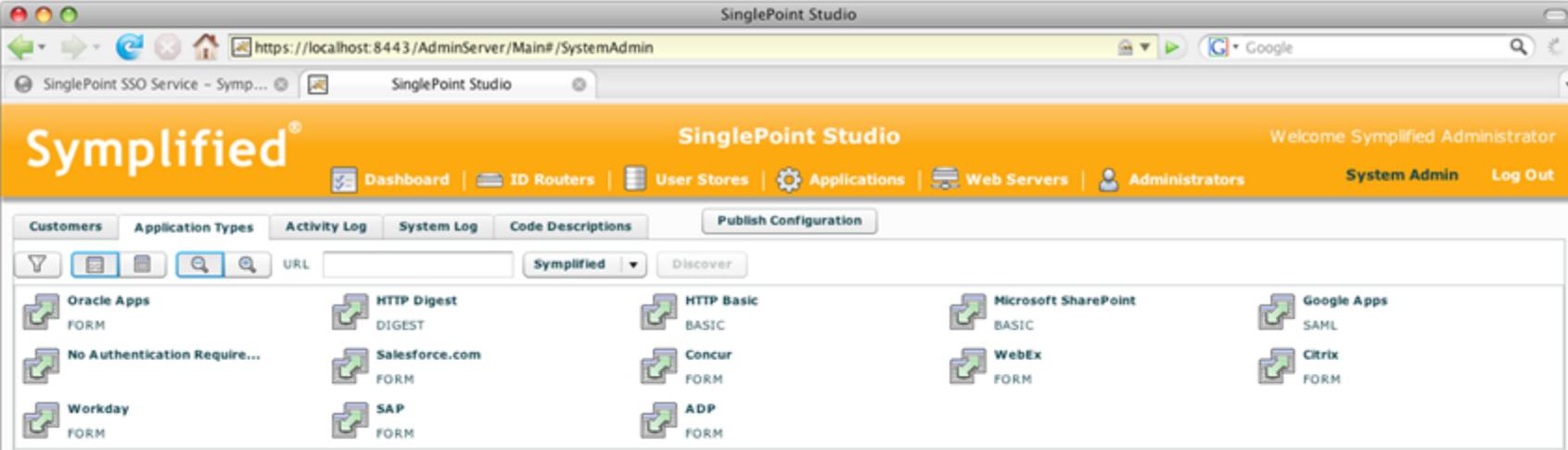
SinglePoint Integrates Security Across Cloud **and** Enterprise

Symplified provides an iTunes Store like experience to select which SaaS apps you want to integrate security with.

Simply click to 'activate' an integration

Works across both the enterprise and the cloud

Mashup Up Cloud With The Enterprise – No Coding!
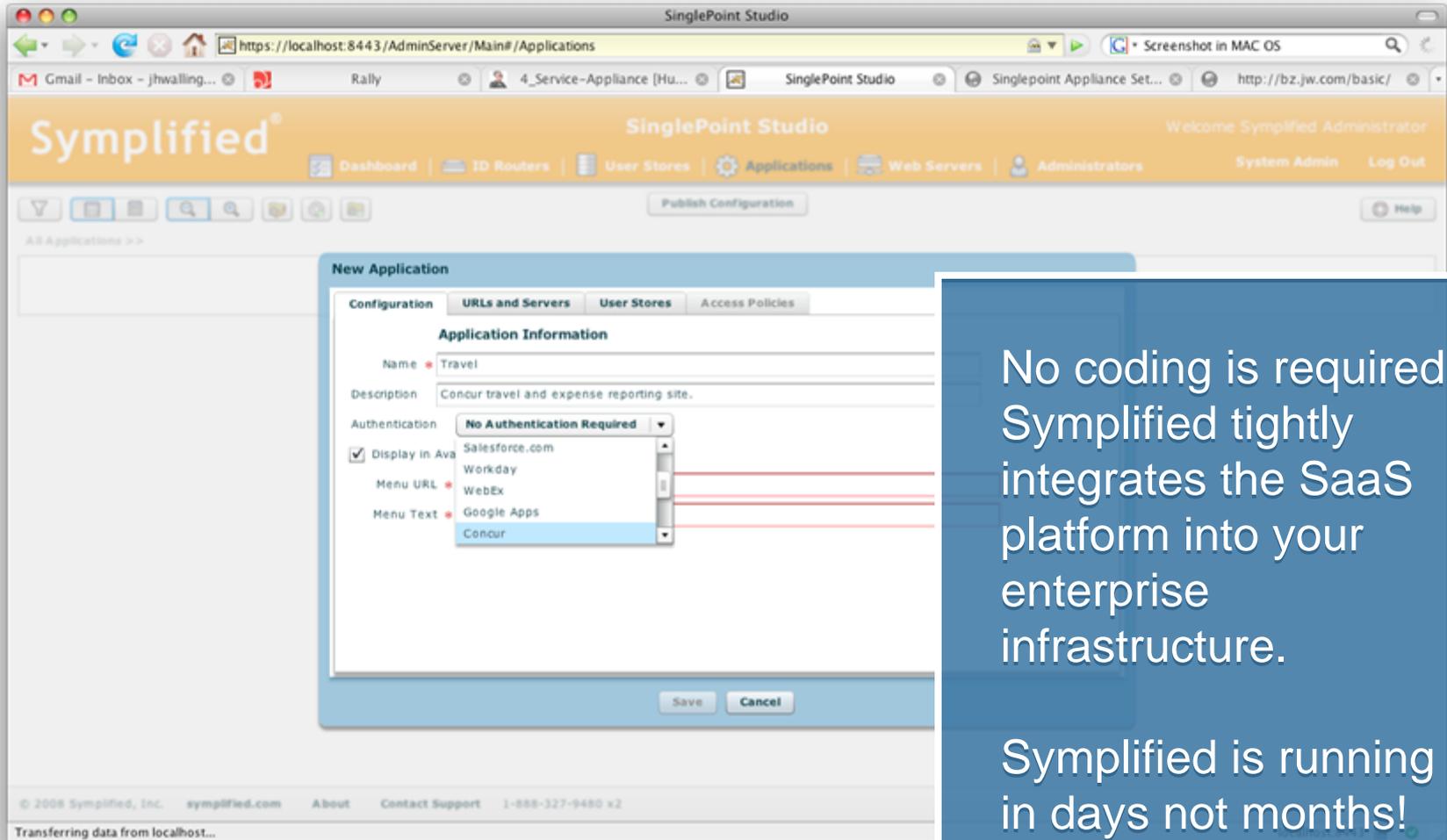
No coding is required. Symplified tightly integrates the SaaS platform into your enterprise infrastructure.

Symplified is running in days not months!

SaaS Access KeyChain Portal For Employees

Extend Windows To The Cloud

» Use Window logon to access the cloud and SaaS
» Cloud to SaaS to Enterprise

KeyChain Simplifies

» Expanding network of apps
» Seamless SinglePoint integration

End Users Love KeyChain

» See SaaS adoption soar
» No more forgetting IDs or more password
» No more sticky note violations

SaaS Security for SaaS Apps

Today its possible to get the same cost savings, simplicity and flexibility from a SaaS security provider.

Consider SaaS-delivered security if:

» Constrained budgets – SaaS can save 75%

» Need security expertise not available internally

» Seeking Fast Time to Value

» Focus on core IT innovation not plumbing

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5. **Reduce Infrastructure Expense** – Leverage a 'purpose built' security system that will grow with your business

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10. Quantifiable Financial Benefits – Implementing access control and SSO yields real cost savings

Identity Management Delivers Quantifiable ROI

Web Access Management & Single Sign On

» Improved data management: $350/user per year

» Reduced development of security and user mgmt features: $12,000 per application

» General support improvements: $70,000 per year

Centralized Provisioning

» Improved IT efficiency: $70,000 per year per 1,000 managed users

» Audit savings: $4,000 per audit

» Reduced help desk calls: $75 per user per year

» Quicker access to applications: $350 per employee

Shifting IAM To The Cloud Breaks Cost Barrier

"In our studies, 50 percent of the people we surveyed said they are interested in outsourcing IAM. The small businesses don't have the IT resources to do the work. But even in the large enterprises, it's becoming more difficult to justify a large IAM project. It's a lot easier to absorb the cost of an outsourcing service at $20,000 a month than it is to cost-justify a $1 million IAM project."

Andras Cser of Forrester Research

Information Week Nov 20 2008

Benefits of Cloud Based Security go well beyond costs

» **The Cloud enables new** types of integration across ecosystems

» **Rapidly provision new** users, apps and partners

» **Allocate scarce IT resources** to innovation and projects

» **Always run the latest version** provider provides managed upgrades

» **Shift financial burden** from upfront, smoothed over time

Symplified provides Web Access Management and SSO for Cloud and Enterprise Apps

Symplified is 80% lower cost than enterprise software
For the price of maintenance alone customer gets next generation capabilities

Symplified has disruptive technology architecture
Only SinglePoint has an ecosystem with both SAML and HTTP federation

Symplified is a unified platform and product
ONLY company enabling Access Control for the Enterprise and the Cloud

Symplified has extreme Cloud Scale™ performance
100,000,000 transactions per day per appliance

The Recession **Accelerates SaaS Adoption**

Spending Frozen?

Project Can't Wait?

On Demand can help your budgets go further.

Thank You & Questions

Contact:

Jonti McLaren jonti@symplified.com

650.331.0615 or info@symplified.com

» Download our TCO Whitepaper

» Schedule a personalized demo of Symplified

» Free trials available