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Providing the Industry's Most Comprehensive Business-Driven Identity and Access Management Platform, Aveska Allows IT Organizations to Reduce Access Management Complexity and Increase Operational Efficiency with Minimal Risk

Business Services
Business-Drive Identity Mgmt

Aveksa
303 Wyman Street
Waltham, MA 02451
877-487-7797
www.aveksa.com
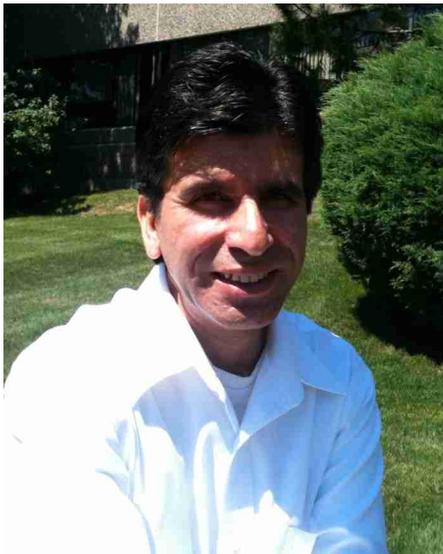
Vick Viren Vaishnavi
CEO

BIO: As president and CEO of Aveksa, Vick is responsible for driving corporate strategy and global business operations. Before joining Aveksa, he was Vice President, Worldwide Marketing for BMC Software's $1.6B ESM business. At BMC, Vick transformed the company's go-to-market approach and during his tenure BMC posted its best ever growth in its history. Before BMC, Vick was Chief Marketing Officer for BladeLogic, and helped grow the company from a small start up to a highly successful IPO in 2007. During this period BladeLogic grew over 100% year/year and won major indus-

try honors including "Fastest Growing Data Center Automation Company" by IDC Research. Vick helped drive BladeLogic's creative sales methodology that led to BladeLogic's $800M acquisition by BMC. He has over 20 years experience in the enterprise IT software and infrastructure and has held executive and leadership roles in marketing, corporate development, product management, engineering and sales operations. Before BladeLogic, Vick was Founder & CEO at Rishisoft, an IT Management Consulting firm advising F500 Executives on IT Operations process & cost control strategies. Prior, he was at Opticom, a Business Service Analytics software company, where he drove Product Marketing & Corporate Development. Opticom grew over 300% CAGR and was ranked in th Ernst & Young Fast50 list consecutively for 3 years. Before Opticom, Vick drove Product Management and Strategy at APRISMA Management Technologies (acquired by Computer Associates), a subsidiary of Cabletron Systems, a $1.5B global data-networking leader. During his tenure, Aprisma grew from inception to over $100M in revenues in 5 years and won major industry awards. Vick's contributions also included helping drive 4 major acquisitions, developing the business plan that ultimately led to the spinoff of Aprisma as an independent company. Vick is an avid thought leader and is often quoted and published in leading publications. He has been awarded 6 U.S and International patents for his work in IT management software systems.

About Aveksa
Aveksa provides the industry's most

comprehensive Business-Driven Identity and Access Management platform. By uniquely integrating Identity and Access Governance, Provisioning and Authentication, Aveksa enables enterprises to manage the complete lifecycle of user access for SaaS and On-premise applications and data. With Aveksa, IT organizations can reduce Access Management complexity and increase operational efficiency while minimizing risk and ensuring sustainable compliance.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Vaishnavi, would you tell us what attracted you to Aveksa?
Mr. Vaishnavi: Three things attracted me to Aveksa. One is a very high growth market which is Identity and Access Management. If you follow the news, businesses are very worried about what access do their employees, contractors, partners and suppliers have to IT resources across their enterprises. There has been so much in the news about hacking, internal people doing bad things, rogue traders bringing down the market caps of very large publicly-traded companies, and IT security breaches that have happened. Identity and Access Management software like Aveksa's enables companies to answer the fundamental question of "who has access to what" in terms of access to key IT systems. Identity and Access Management is a great market to be in if you are looking for high-growth potential, which was very attractive to me. Also, Aveksa had a very sophisticated, highly unique and differentiated technology. It is one thing to be in a high-growth

market and it is another thing to actually be successful in that market. One of the big tenants of being successful in a market is you must have a very compelling offering that is uniquely differentiated from any other offering out there. To me that was the second reason why I chose Aveksa. I saw many similarities between what Aveksa and one of my former companies, BladeLogic, in terms of the opportunity it presented me. BladeLogic had a very similar trail with another high growth market around data center automation and a very unique technology. That was a great run and a great experience to create a legacy around the company that was in a high growth market with greatly differentiated technology and one of the most sought after public offerings of 2007 and then being acquired with an exit for close to a billion dollars. I had just come off of that success and I looked at Aveska and felt it had all the ingredients to be made into another BladeLogic and a repeat of it. Those are the three reasons why I took the job.

CEOCFO: You mentioned a unique technology. In layman's terms, what has been figured out at Aveksa that others have not?

Mr. Vaishnavi: Aveksa provides automation software that allows an IT organization to fundamentally do four things. It allows them to, using an automated approach, manage access to key IT resources, such as applications and data, for all of their employees, users, suppliers and contractors. We let them control that access so they can define what access people should have versus what they would like to have. The third thing we enable is enforcement of access which means making sure that people only have the amount of access that they need at all times and nothing more and nothing less so that you can map what date it was they did the job to the access they have been given. The fourth piece is delivering this into the hands of the business users in the company so that IT does not have to be relied upon as much. If you think about access to business applications and business data, the people that really know who should access to what

are the business users and therefore you need to have a technology that will cater towards business users to allow them to manage controls and enforce access without relying on their complicated, sophisticated IT organizations.

CEOCFO: How is that different from what might be available elsewhere?
Mr. Vaishnavi: The first and foremost piece is the fact that we bring those three functions on a single platform to comprehensively manage the access lifecycle. By doing so, we give you a single pane of glass to manage access using a solution that was built specifically from ground up to solve this problem. There are plenty of products out there that do slices of those things individually as point products but there is no one that brings these three things together. The second piece is we can take this platform and use it to manage access across both applications and data so you do not need a sepa-

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rate control system for either IT resource. The third unique thing that we have is that you can use our platform to manage across multiple dimensions. The type of application or type of data is agnostic which means the app or the data could be on premise in your enterprise or it could be in the cloud. We make it transparent for you so where your apps and data reside becomes irrelevant. The second one is you can actually get our platform as a combination of an on premise solution as well as a SaaS or a cloud based solution depending on what is important to you and how you want to fine-tune your business processes.

CEOCFO: You website shows a list of known names as customers. How do you reach potential customers?
Mr. Vaishnavi: We do have many really top-notch marquis customers. There are three ways by which we can reach these companies. One is that

Aveksa is ranked as a leader in this space by the industry's leading technology analyst firms, such as Gartner and Forrester. So if there is a customer who is looking to solve this problem and they go to one of the industry analysts, those analysts will absolutely endorse us and say they should look at Aveksa. That is one way customers find us l. The second one is more around inbound marketing which is our ability to put out content on the web which represents thought leadership and we use our existing customers to drive much of that content, so you will see a heavy composition of content highlighting how customers have solved their business problems using Aveksa. The third way is what makes this market interesting in that anytime a company has a breach or shows up on the Wall Street Journal front page because they an embarrassing moment where a trader brought down the trading floor due to unauthorized access and things like that, then we just kept the phone calls directly to our sales team asking about how we can help. I often have IT security people tell me there are only two types of chief information security officers, those who have been caught because they had a problem or those who are waiting to be caught. It is career limiting for those guys to be associated with a company that either had a breach or had unauthorized access moment which caused them to be on the front page of Wall Street Journal resulting in things such as their stock taking a dive, a lot of negative press, their customers start asking too many questions and partners refuse to do business with them. Not only is it embarrassing but there is also a lot of money spent on remediating the problem. Either way, your brand took a big nosedive or your stock price took a dip at 10%, so your market cap just wiped out $2 billion from your market cap by just having that type of an incident. That is how our customers find us and how we find them.

CEOCFO: When you speak with a perspective customer what is the 'aha' moment?
Mr. Vaishnavi: As part of our sales process before we even talk about our

product or the solution, we show prospective customers that we've spend a great deal of time upfront understanding the business problem they are trying to solve. As part of that engagement, we do a business value assessment by working with them, identifying risk processes, etc. We often times use that exercise and our solution to do some automated collection of data and things of that nature. The 'aha' moment comes when we sit in front of a chief information security officer and show him or her that 60% off their accounts are orphan accounts and they are shocked. Orphan accounts are accounts of people who are no longer with the company but those accounts remain active. Either a disgruntled employee or a hacking group from outside the company could take control over that orphan account and then have access to sensitive applications and data. If 60% of the accounts that you have in your company are orphan, that means you have not been doing a good job of managing what is typically known as the joiner, mover, leader process of employees and partners in your organization. What happens if you have a vertical that is a seasonal business such as financial services or retail? You hire many consultants and contractors at Christmas-time and t you give them access to your apps and data and then they leave come January 10th when the season is over but you forgot to disable these access accounts because you may have hundreds of thousands of accounts to manage and hundreds of millions of entitlements in the applications that you gave them. It is too much of a headache to do this manually so companies take the path of least resistance, which is to leave it there and no one will do anything until a breach happens where you realize that either somebody from outside took out one of those accounts and hijacked it or you had an audit and the auditors came back and said they are going to put penalties on you because you happen to be retail and you have 60% orphan accounts, you will not be compatible with PCI DSS (Data Security Standards) compliance. You are going to pay $725,000 this year to become compliant and that does not include the cost of becoming compliant which means you hire auditors and clean house. As soon as you say those two or three things and you show that there are skeletons in your closet, that is when the CISO goes "Aha" and wants to hear how we can help solve this problem.

CEOCFO: Why should the business and investment community pay attention to Aveksa?

Mr. Vaishnavi: If they happen to be executives at large enterprises the reason they should look at Aveksa is because in terms of the problem of "unauthorized access", there are those that have been caught and those that are waiting to be caught. They can make their choice. If they have been caught we can help them remediate and repair the amount of damage they have had. If they are waiting to be caught we will make sure that they do not get caught. From a prospective customer as well as an investor's perspective, Aveksa is a problem-solving company that has experienced phenomenal growth in the last twenty-four months and is in a high-growth market and has continually been beating expectations in terms of the company's plan. If you are an investor, I would look at it and say hey that is the kind of company that is likely to go public and I should probably go put my money there. It does not mean we are looking for money, but it would be of interest to them. If I am a prospective customer and I wanted to understand how this company is managed I would talk to some of our existing customers. Since we have deployed our software for over 250 customers, we can easily demonstrate how Aveksa's software help customers significantly reduce security risks and increase security compliance assurance.

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