

2008 North American Access Control Product of the Year Award**Imprivata, Inc.**

The 2008 Frost & Sullivan Product of the Year Award in the Access Control domain is being conferred upon Imprivata, Inc. for demonstrating excellence in new product development, having a competitive advantage over existing products, and a well-executed sales and marketing strategy. Its OneSign™ product provides enterprises the ability to manage identity and access management in a convenient manner.

Changing Market Landscape and the Need to Attune

Imprivata is a privately held company founded in 2000 in Lexington, Massachusetts. The company aims to make access and identity management easy, affordable, and non-intrusive for enterprises of all sizes.

Imprivata's OneSign product is a unique appliance-based platform. The OneSign "box" is affordable, easy to integrate and offers support for stronger authentication options such as biometrics, smart cards, and tokens. It allows for single sign-on, integration with physical locations across distributed environments, all while offering a strong authentication technique.

OneSign is available in three separate modules to suit the specific needs of the customer. These modules can be purchased together or separately, upgrading with a simple license key if/when the customer is ready.

- 1) OneSign Authentication Management
- 2) OneSign Enterprise Single Sign-On
- 3) OneSign Physical/Logical

The *OneSign Authentication Management* module replaces windows and remote VPN passwords with stronger authentication factors such as tokens, fingerprint biometrics, or proximity cards- resulting in heightened security that can be managed locally or remotely.

The *Enterprise Single Sign-On* module offers users the ability to sign on once and access legacy, client/server, Windows, JAVA, and web applications without requiring any custom scripting, modifications to existing directories, or inconvenient end-user workflow changes.

The *OneSign Physical/Logical* module integrates network and building access systems to provide a single consolidated user identity. Organizations can now implement one comprehensive, converged policy for allowing or denying network access based on a user's physical location, role, and/or employee status.

Key Product Competitive Advantages

Imprivata's OneSign platform stands out from the crowd thanks to its innovative appliance-based solution. This enables easy integration into the target systems by reducing the costs associated with modifying or re-coding existing infrastructure.

Imprivata has shown great insight by offering 3 different OneSign modules to allow end-customers to pick the one that best meet their needs. Customers also have flexibility in being able to easily add additional modules or implementing all 3 as a complete solution. This feature allows enterprises and businesses of different vertical industries and size such as financial institutions, hospitals, and government agencies to easily adopt OneSign to meet their identity management needs.

The product also has a scalable architecture that can expand to handle environments with virtually unlimited users. It also offers geographical scalability, so that one user may roam across different sites while having the same privileges. In addition, OneSign's distributed architecture allows for greater disaster recovery and business continuity functionality.

All modules come with a robust reporting and monitoring feature that enables compliance with auditing, privacy, and data protection regulations.

Expanding Customer Base through Strategic Partnerships

Imprivata relies on value added resellers (VARs) to penetrate various vertical markets globally. It has also partnered with leading physical security integrators such as Tyco, Honeywell, Lenel, and S2 to expand its presence in the physical security domain.

Since Imprivata's initial product launch in 2004, the company has been doubling its customer base each year. By 2007, there were over 500 customers in 32 countries. The ever increasing customer base is testament to OneSign's unique offerings and customer acceptance.

Conclusion

Deploying security systems across an enterprise is typically an expensive and arduous task. Imprivata's OneSign platform brings to the marketplace an inexpensive, scalable, and convenient solution that offers different levels of customization. In view of its demonstrated excellence in product innovation and high customer acceptance levels, Frost & Sullivan is pleased to present Imprivata with the 2008 North American Access Control Product of the Year Award.

Award Description

The Frost & Sullivan Award for Product of the Year is presented each year to the company that has demonstrated excellence in new product development and launch within its industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

Research Methodology

To choose the recipient of this Award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with market participants, and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Frost & Sullivan then presents the Award to the company ranked number one in overall product success.

Measurement Criteria

In addition to the methodology described below, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in its industry
- Competitive advantage of new product(s) in its industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

www.awards.frost.com