



News Release

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UnboundID Unveils Platform Strategy for Identity Services, Focus on Burgeoning Identity Economy

Supporting Development of Identity Trust Frameworks, UnboundID Joins Open Identity Exchange

AUSTIN, Texas, and BARCELONA, Spain – Feb. 28, 2012 – [UnboundID](#), a leading platform provider for identity services, today disclosed its product development and marketing strategy for enabling the proliferation of identity services solutions at [Mobile World Congress](#) 2012 (Booth 2.1B74) in Barcelona, Spain. Identity services built on the UnboundID platform give companies the ability to dynamically manage, protect, and share real-time customer data across cloud, mobile and social applications.

UnboundID today also released its white paper, "[Prospering in the Identity Economy](#): How the Currency of Identity Data Will Drive Business Value," making it available on the company's website and in the Mobile World Congress [virtual press office](#).

To foster the development of identity services and to help advance the open and secure exchange of identity data, UnboundID also announced that it has joined the [Open Identity Exchange](#) (OIX), a non-profit industry organization dedicated to building public trust in the exchange of online identity data across public and private sectors. Membership in OIX ensures UnboundID will play a key role in charting the technology and ecosystem roadmap that will help revolutionize the identity services industry.

"We are pleased to welcome UnboundID to our broad base of companies and organizations committed to the realization of open identity [trust frameworks](#)," said OIX Board Chair Don Thibeau "UnboundID's knowledge and expertise in data attribute exchange at the foundational level and their consistent development of successful real-world solutions for open identity exchange in various vertical markets bolsters the OIX technology membership team."

According to Ovum's January 2012 "On the Radar: UnboundID" [analyst report](#), UnboundID's Identity Services Platform has a head start as telcos and cloud service providers deal with how to manage or converge identity data silos. "The company's roadmap appears promising," said Ovum Analyst Shagun Bali. "And the platform's appeal could extend to other industries beyond telco and cloud providers, possibly financial services."

UnboundID believes that the growth of cloud, social, and mobile computing will force a dramatic shift toward simplification in how user information is managed, secured and exposed, and telcos see identity management as a new revenue stream, according to the report. Said Bali: “As large telco providers seek to establish themselves in the adjacent identity management market, UnboundID can play a strong role in the ecosystem by helping identity providers, relying parties, and ‘attribute’ providers to ‘see a single view of truth.’”

On the heels of releasing the industry’s first SCIM-enabled ([Simple Cloud Identity Management](#)) solutions for simplifying and protecting the transfer of customer identity information among cloud and enterprise applications, UnboundID has disclosed plans to make its platform infrastructure ready and available for the management of B2B and B2C customer-facing identity services applications over existing cloud and mobile infrastructure. Identity services solutions built on the UnboundID platform enable companies to break down customer service and other organization silos and provide cross-organizational visibility into customer value, preferences and desires over time throughout the customer lifecycle.

Said UnboundID CEO Steve Shoaff: “The business and revenue opportunities around identity are huge. Some of the world’s largest companies in telecommunications, cloud services, and social networking have begun to recognize the economic potential and market impact the Identity Economy holds – as well as the tremendous benefits that await consumers – if they get the identity equation right. UnboundID is in a very unique position to provide the technology platform on which to build the foundation of a new open identity exchange and marketplace.”

Unlike traditional identity management solutions, which, in most cases, increase efficiency and productivity but are still relegated to cost centers, UnboundID’s platform enables companies to maximize the average revenue per customer. Companies and other organizations can securely share customer data and business relationship information across the organization and with other approved relying parties, providing a more comprehensive view of customers, leading to increased marketing efficiency, identification of cross-sell/up-sell opportunities and better customer service.

About UnboundID Corp.

UnboundID is a leading platform provider for identity services, enabling companies to dynamically manage, protect, and share customer data in real-time across cloud, mobile and social applications. Our solutions help companies increase average revenue per customer while significantly lowering their costs for service and application delivery. UnboundID is a privately held company based in Austin, Texas and is funded by Silverton Partners. For more information, visit www.unboundID.com.

About Open Identity Exchange

The Open Identity Exchange (OIX) is a neutral, non-profit, multi-channel provider of trust frameworks for open identity technologies. OIX was founded with support from companies including Google, PayPal, Equifax, Symantec, Verizon, CA, and Booz Allen Hamilton and with grants from the OpenID and Information Card Foundations. Visit www.openidentityexchange.org for details.

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