

## 4/7/08 – Leading Industry Analyst Firm names BiTKOO a “Cool Vendor” in Identity and Access Management

North Hollywood, CA., April 7, 2008 – LA-based software technology firm BiTKOO has been named one of five “Cool Vendors in Identity and Access Management, 2008” in an April 2008 report released by Gartner, Inc.

BiTKOO was founded in 2006 to bring a number of pioneering technologies to the market. Its core IAM product, Keystone, has received attention in the media and IT security community due to its unique approach to authorization management.

In their recently released report, Gartner analysts Ray Wagner, Neil MacDonald, Lawrence Orans, and Earl Perkins, find that rapid changes in the enterprise technology and threat environments, including demand for more detailed, granular role- or traffic-based authorization, are driving enterprises to seek out newer approaches to IAM issues. The authors urge chief information security officers and other enterprise security decision makers to consider innovative product and service providers when looking for solutions to current and emerging IAM issues

The report also suggests that decision makers seeking to address the problem of siloed, application-level authentication and authorization systems should evaluate authorization management solutions. Instead of taking a "big bang" approach across all applications, adopt a phased strategy (ideally starting with a developing application or specific project, for example) that requires improved authorization management capabilities

“Enterprises have to identify their specific security requirements and then seek out solutions that address them precisely,” agreed BiTKOO CEO Doron Grinstein. “To help our clients maximize their investment, BiTKOO offers targeted solutions, including Keystone-enabling individual applications. “

Grinstein, the Enterprise Architect who led the development of Keystone, admits to pursuing long-term business relationships with his clients. “I’m intending to go the distance, so our developers and I work closely with each client to ensure that Keystone is serving the company’s authentication and authorization needs out of the box, regardless of their size.”

BiTKOO, founded by CEO Doron Grinstein, has been growing rapidly in the United States and is now entering the Asian, European and Middle Eastern markets.

### About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose. Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

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