

Operation News – May 2014



DenyAll acquires BeeWare, consolidates leadership to expand faster

DenyAll is executing its growth strategy by acquiring BeeWare, another European security leader. With a broader portfolio and investment capability, the new DenyAll will deliver next generation application security to more customers worldwide, in the cloud and through its partner network.

As of May 6th, all outstanding shares of **BeeWare** have been purchased by DenyAll with the support of its investors, **Truffle Capital** and **Omnes Capital**. Following the purchase of VulnIT in July 2012, the merger with BeeWare is an important step in the build-up strategy that DenyAll has been pursuing. *"This is a game changing deal, which enables DenyAll to consolidate its European leadership, double its size, improve profitability and expand globally"*, says **Bernard-Louis Roques**, co-founder and General Partner of Truffle Capital.

Both BeeWare and DenyAll have grown responsibly in recent years, investing in the business while achieving positive operational earnings. BeeWare investors, **Sofinnova Partners** and **Amundi Private Equity Funds**, have been very supportive of the two companies coming together. *"Consolidation is a natural step in a maturing market"*, says **Alexandre Flageul**, Amundi Private Equity Funds. *"We believe BeeWare and DenyAll will be able to grow faster as one company, guaranteeing the long term viability of the investment customers have made in BeeWare"*.

Profitability will increase as a result of economies of scale, to support incremental investments in the business. *"By focusing on innovative R&D and go-to-market initiatives, DenyAll will deliver substantial value to existing and new customers, and to partners as well"*, says **Jacques Sebag**, CEO.

The leadership team intends to create an effective organization by leveraging the human and technology assets of both companies. Former leaders of BeeWare, **Guillaume Lesaint** and **Jérôme Clauzade** are joining the executive management team, respectively as VP Finance and Operations and VP Product Management.

"Our employees, customers and partners will be well taken care of", says Jérôme Clauzade, new VP Product Management of DenyAll. *"Bringing the companies together is the reasonable thing to do in today's global environment"*.

The sales, marketing and administration teams are coming together physically in DenyAll's office in Boulogne-Billancourt, before moving to a larger office this summer. The merged R&D and support teams will be distributed between headquarters and BeeWare's office in Montpellier.

Next Generation Application Security

The merger brings together two pioneers in web application firewalls, who have gained the trust of demanding customers in Europe, North Africa, the Middle-East and South East Asia through innovation and expertise. Innovation will accelerate, with a view to securing customers' investments, leveraging the creativity of both teams and transitioning to a common platform over time. Key features will be added to both WAFs in an evolutionary approach, through patches. The underlying technology components will be shared over time, adding value to both customer bases. New customers will be able to choose the WAF that suites their needs best.

With its portfolio of best-of-breed Web Application Firewall, Web Access Management and Vulnerability Assessment products, DenyAll proposes an end-to-end, integrated approach it calls "**Next Generation Application Security**". Based on new security paradigms and the power of the cloud, the goal is to make application security technology affordable to all. And to secure new types of applications, such as unified communications, voice over IP (VoIP), Swift and industrial systems.

"The new DenyAll is one of very few vendors in the world with the expertise required to effectively secure modern web applications and services, for large enterprises and small businesses alike", says Renaud Bidou, CTO of DenyAll. "And now, we will deliver more innovation, faster than ever".

A New Corporate Identity

The new corporate identity conveys the synergistic and additive nature of the merger. The orange color is the result of merging DenyAll's red and BeeWare's yellow. The logos are morphing into a 'reload' logo, which symbolizes the important new milestone. The corporate values are those of the founding companies: **innovation**, **security**, **customer satisfaction** and **succeeding together**. A microsite, www.denyall-beeware.com, provides details on the merger, corporate values and product offering, now organized around the **Detect**, **Protect**, **Connect** and **Manage** keywords.

Customers and partners are invited to join a series of webinars, during which the goals of the merger and the new corporate strategy will be explained:

- French-speaking DenyAll customers: May 14th at 10am
- French-speaking BeeWare customers: May 14th at 11am
- French-speaking DenyAll and BeeWare partners: May 14th at 17pm
- English-speaking DenyAll and BeeWare partners: May 15th at 9am
- English-speaking DenyAll customers: May 15th at 10am
- English-speaking BeeWare customers: May 15th at 11am

Visit this page to register: <http://www.denyall-beeware.com/xxx>

About DenyAll

DenyAll is a European software vendor, an expert in next generation application security. Building on 15 years of experience securing web applications and services, the company keeps on innovating to meet the needs of organizations of all sizes, worldwide. Its products **detect** IT vulnerabilities, **protect** infrastructures against modern attacks targeting the application layer and **connect** users to the applications which allows them to create and share information. The company leverages an ecosystem of value-added resellers, outsourcers, hosters and cloud players. It partners with other vendors to deliver innovative, integrated solutions. More information can be found on www.denyall-beeware.com, www.denyall.com and www.bee-ware.net.