

## REPORT REPRINT

# Who needs SAML? OneLogin snags Portadi to help streamline SSO access to all cloud/web apps

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**13 JUNE 2016**

Close on the heels of its acquisition of Cafesoft to extend its single-sign-on reach to on-premises Web applications, OneLogin has purchased cloud-based password management vendor Portadi to help further streamline the process of accessing non-standards-based cloud and web apps.

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Providing single-sign-on (SSO) access to standards-based applications that support SAML or WS-Federation has become fairly routine. Offering access to apps that don't support SAML is another matter, and is typically labor-intensive and brittle. Close on the heels of its acquisition of Cafesoft to extend its SSO reach to on-premises Web applications, OneLogin has announced the purchase of cloud-based password management vendor Portadi to help further streamline the process of accessing non-standards-based cloud and web apps.

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## THE 451 TAKE

From a technology standpoint, picking up Portadi appears to be a smart move by OneLogin. While supplying SSO for SaaS apps was one of the first hurdles to be overcome with respect to securing cloud applications, having a catalog with thousands of pre-integrated SaaS apps had essentially become table stakes for identity-as-a-service (IDaaS) providers. For enterprises with legacy or custom Web applications, however, most IDaaS firms had little to offer, a shortcoming OneLogin began to address with the purchase of Web access management (WAM) specialist Cafesoft in December 2015. Now that it can add new apps that don't support standards like SAML or WS-Fed to its SSO portal without manual intervention, OneLogin is looking to neutralize the marketing edge of having a sprawling application catalog, as well as get closer to its goal of providing seamless access to all resources, from any device.

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## DEAL DETAILS

Portadi fits the profile of OneLogin's previous reach for Cafesoft – largely a technology tuck-in with minimal financial impact. The target commercially launched its product just over a year ago and was at an early stage of revenue generation, with fewer than 20 employees.

## TARGET PROFILE

Santa Clara, California-based Portadi was founded in 2014 by CEO Dusan Vitek and CTO Tomas Soukup, and initially struggled with the task of automating forms-based authentication into various cloud apps and websites for its internal employees. The company subsequently developed a heuristics-based approach to SSO, went through the Microsoft Ventures Accelerator program and launched publicly in 2015. It had not raised any venture funding prior to its sale.

While providing SSO access to apps that support SAML has become fairly routine, offering access to apps that don't support SAML is another matter. The process requires figuring out what fields are on the page (such as username and password), mapping those fields to the SSO portal, and wiring it all together with HTML elements or JavaScript. Portadi uses heuristics and machine-learning algorithms – although details are scant on exactly how this works – to identify repeatable patterns during the login sequence to help streamline the process of adding new applications to the catalog and signing users in with a password. The company claims that it has fine-tuned its algorithms so that it can supply SSO to 93% of the new apps it encounters without any modification.

The practical usage would be to enable one-click SSO to the thousands of small web-based apps that exist – for example, a website for a neighborhood grocer that takes orders online – many of which will likely never support SAML. Additionally, Portadi claims that users can enable new applications without any intervention from IT, which is often a challenge in smaller organizations. OneLogin anticipates that users will be able to log in to apps much faster, and will also be able to replace many of the custom scripts currently in deployment as they apply Portadi's algorithms more broadly.

## ACQUIRER PROFILE

San Francisco-based OneLogin was founded in 2010 by the Pedersen brothers, CEO Thomas and CTO Christian. The company has raised a total of \$43m over three rounds from investors such as Charles River Ventures and Social Capital Partners, the most recent being a \$25m series C led by Scale Venture Partners in 2014. It is perhaps best known as an IDaaS vendor, and started out solving the problem of providing SSO for SaaS applications.

OneLogin now boasts a broad range of offerings – including directory services, user provisioning, WAM and strong authentication – across web- and cloud-based resources for both on-premises and mobile devices. The company claims that its catalog has over 4,000 applications, including 1,000+ SAML apps, with browser extensions and custom scripts for non-standards-based apps.

## COMPETITIVE OUTLOOK

OneLogin competes most directly with IDaaS pure plays such as Okta, as well as Bitium, Clearlogin, Fischer International Identity, JumpCloud, Simeio, and others. More broadly constituted companies with IDaaS offerings include CA Technologies, Centrify, Covisint, EMC's RSA, Entrust Datacard, Exostar, IBM, Microsoft, SailPoint Technologies, Salesforce and VMware.

We have also written recently about the expanding influence of a new class of SaaS security providers that offer what we refer to as cloud application control (CAC, others call these players cloud application security brokers, or CASBs). While most CAC specialists came to market to solve the 'shadow IT' problem with tools for discovering unsanctioned SaaS apps in the workplace, many have expanded by supplying data-loss prevention, encryption and the ability to control access to specific parts of applications, rather than the more coarse-grained, 'red light'/green light' access decisions that most IDaaS firms currently offer. As such, we see the potential for increased convergence between the IDaaS and CAC segments. For example, OneLogin has formed a partnership with CAC vendor CloudLock to use the latter's behavioral analytics to detect anomalous activity, providing visibility during or after the login event.

### ACQUIRER

OneLogin

### TARGET

Portadi

### SUBSECTOR

Identity and access management

### DEAL VALUE

Not disclosed

### DATE ANNOUNCED

June 13, 2016

### CLOSING DATE

Not disclosed