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100 Most Promising Microsoft Solution Providers

It is no secret that Microsoft solutions are at the heart of many enterprises across the globe. Be it running financials, customer systems, or supply chains; Microsoft enterprise solutions are the backbone of virtually every organization. However, the overwhelming array of products and services—Dynamics ERP, CRM; Azure; SharePoint; SQL Server; Office 365—make navigating the complex and fragmented Microsoft landscape highly difficult.

Collaboration and productivity applications form the hub of communication for knowledge workers. When it comes to document management, companies see SharePoint as pivotal, with productivity applications like Office 365 and Exchange playing a central role in how employees collaborate and communicate.

Microsoft is also adopting new philosophies as it continues to compete with Amazon, Google and others in the cloud computing market. In a bid to make Azure stand out, the software giant is taking a path that it is rarely known to take—embracing openness. As it stands, this strategy seems to be working as numerous companies are starting to see Azure as their cloud computing platform of choice.

In the wake of these developments, the CIOs are looking to partner with leading solution and consulting firms to gain third-party insights into best practices for specific domains, such as supply chain, sales automation, or customer experience.

They are also on the lookout for partners with strong business acumen, industry-focused consultants and practices, change management skills, and tools built for specific industries. Furthermore, Microsoft clients desire for fully managed solutions from firms with an “asset heavy” footprint, global data presence, and strong skills around infrastructure management.

The software giant partners with about half a million vendors, ranging from multinational corporations to smaller players and specialist providers. Existing within this universe of Microsoft partners are a select few who are a step above the rest, and through this edition of CIO Review, we will help clients gain more insights into the capabilities of the major global service providers who are strong in Microsoft technologies.

As a prelude to CIO Review’s 100 Most Promising Microsoft Solution Providers 2014, our selection panel evaluated the capabilities thousands of vendors in this space that have skills to tackle complex challenges. The companies featured have showcased an in-depth expertise in delivering integrated and innovative technologies to streamline operations across the Microsoft landscape. A distinguished panel of CEOs, CIOs, VCs, industry analysts and the editorial board of CIO Review selected the final 100 companies that are at the forefront of tackling today’s challenge in the Microsoft ecosystem.

We present to you CIO Review’s 100 Most Promising Microsoft Solution Providers 2014.



Company:
Optimal IdM

Description:
A global leading solution provider of identity management solutions

Key Person:
Michael Brengs
Director of Sales

Website:
www.optimalidm.com

Optimal IdM

Providing End-to-End Identity Management

Headquartered in Lutz, FL, Optimal IdM is a leading provider of identity management software solutions. Co-founded by the trio Michael Brengs, Larry Aucoin and John Maring. Optimal IdM's flagship product, the Virtual Identity Server (VIS), is geared towards Microsoft's Active Directory, which is used by 90 percent of the companies worldwide to store user identities. Developed entirely in .NET managed code, VIS behaves as a Microsoft centric virtual directory that enhances and extends the functionality of Active Directory.

Many companies today have multiple directory services deployed in their environments. Though a sound operational process, this results in user identity information being scattered across multiple separate directory repositories, making it difficult to deploy application to users across these disparate and siloed repositories. VIS solves this issue by providing a single, joined view of data from the

separate directories. VIS connects to and can join an unlimited number of identity stores and make them virtually appear as one. This allows the customer to point applications to VIS, through which they can authenticate and authorize users wherever they reside. With built-in

“We plan to continue offering our large enterprise customers solutions that meet their needs in the most comprehensive and complete solution as possible. We are seeing tremendous growth in our OFIS cloud based identity management solution and will continue to drive these successes”

connection pooling and full support for failover and load balancers, VIS scales horizontally or vertically to meet the needs of enterprise deployments.

The Optimal Federation & Identity Services (OFIS), another product of Optimal IdM, eliminates the cost and complexity of implementing Federation on premise by providing single sign-on in a Federated web scenario in Optimal IdM's cloud. OFIS is a complete cloud based Federation solution that allows organizations to Federate to both on premise and cloud applications, as well as Federating with other organizations. OFIS is available in both a private cloud offering as well as a shared cloud where multiple customer tenants run on

shared hardware.

Beyond offering Federation services, OFIS provides a complete cloud based identity management system providing services such as self-service and password/profile management. For organizations that do not implement Federation, the self-registration module allows them to self register an account that is hosted in the cloud. Using OFIS, customers can Federate internal users, external users and cloud hosted users to applications both on premise as well as in the cloud from a 100 percent cloud hosted solution eliminating the need for a costly and complex on-premise federation solution.

OFIS' built-in entitlements framework engine provides an easy-to-use and powerful authorization engine. Application administrators define entitlements and who can request access to the entitlement. Using the web-interface, users can request access to the entitlement and delegated administrators can approve/deny the request that is routed via e-mail. Once approved, these additional entitlements are added to the claims that are sent in the federated request. This provides a very easy to use, fine grained authorization engine that can be used by all applications cloud and on premise.

The company's clientele form top Fortune 500 companies covering a broad range of business verticals including pharmaceuticals, banking, retailing and insurance, often with extremely complex environments involving hundreds of un-trusted Active Directory forests. "Our technology is not only easy to install but is extremely powerful. In our space, finding feature-rich enterprise grade products that are also easy to install and configure is hard to find. Our software was built from the ground up with this in mind," explains Brengs. [CR](#)



Michael Brengs