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iWelcome secures Series B investment to boost European growth

Sharp rise in demand for Identity as a Service (IDaaS) drives new funding for Cloud service provider iWelcome.

Amersfoort, January 13, 2016 – iWelcome, the only European Headquartered Identity & Access Management as-a-service (IDaaS) vendor, today announced it has closed a Series B funding round with investment fund PPM Oost and full participation of existing investors Newion Investments and Filsa Capital.

The investment will be used to accelerate the international growth of the company by expanding its sales and marketing operations across the United Kingdom and mainland Europe, and for growing its product development and customer success teams.

With this investment iWelcome will be able to continue its + 100% year over year growth track record and bring its company to initially European market leadership.

“Identity is the pivotal element in connecting and protecting people and ICT resources. Identity & Access management (IAM) therefore is the foremost mission critical component in any ICT landscape today,” says Danny de Vreeze, CEO and founder of iWelcome. “While our customers define their strategies for doing multi channel digital business, we have made it our business to bring IAM to live seamlessly, to manage IAM 24x7, to enhance its capabilities continuously and to ensure compliance to privacy and data protection acts.”

Identity is at the heart of today’s business transformation

“Our IDaaS service is used by businesses across many vertical sectors, by (semi-)governments, educational institutes and NPO’s. With iWelcome they transform care, build better consumer journeys, bring education to students, earn money for their clientele, deliver packages, provide television on-demand, manage pubs & restaurants, and a lot more. They run entirely different businesses, are 100 year old enterprises or disrupting start-ups, however they all have one thing in common, they use our platform to build identity based relations with their customers and enhance digital security.”

Premium IDaaS against lowest TCO

Marius Prins, Director PPM Oost, foresees a prosperous future for iWelcome. “For practically everything we do, we require Identity & Access management today. This implies that each organisation has to invest in IAM solutions that are simple to use, always available and secure. iWelcome offers its customers a fully managed, certified and audited, IDaaS service in a value based pricing model, resulting in a TCO that is easily half of that of traditional IAM implementations.”

As part of its commitment to boost its operating and development capabilities, iWelcome will open new offices, which will house product development teams as well as sales and customer success staff that is focused on the German language region.

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Not for publication

About iWelcome

iWelcome provides Identity & Access Management as-a-service (IDaaS). With iWelcome's cloud platform, organizations manage the identity lifecycle and the access rights of their employees, private & business customers, partners and suppliers in a simple, secure and efficient manner.

iWelcome is a 100% European company, is certified by the Dutch Government and resides exclusively in European Datacenters. Its platform and organisation are engineered to facilitate the complexity and security requirements of small and large enterprise and government organisations.

iWelcome is mentioned in Gartner's 2014 & 2015 Magic Quadrants for IDaaS, a leader in Kuppingercole's Cloud IAM leadership Compass and has won Kuppingercole's European Cloud Security award for two consecutive years.

For more information, please visit www.iwelcome.com, or connect with us on [Twitter](#) or [LinkedIn](#)

About PPM Oost

PPM Oost's mission is to participate in daring and doing. It invests from a + € 200 Million fund in promising companies that profile themselves as leaders of the economy of the Gelderland and Overijssel provinces in the Netherlands. PPM Oost focuses on companies operating in the 'top innovation sectors for the Netherlands: agro food, life sciences, high tech and energy.

PPM Oost administers government funds to invest in companies that, on the basis of their activities, will contribute in a broad context to the local knowledge economy. It considers itself a reliable partner that is prepared to take greater risks than other commercial venture capital companies, especially those that are exclusively focused on financial returns.

About Newion Investments

Newion is one of the most successful investment companies in its sector since it was founded in 2000. Portfolio companies include Collibra, iWelcome, Reasult, MaPS Systems, 24iMedia, Vector Fabrics, Nallian, Instant Magazine, CustomerGauge and Mall-Connect. Now investing from its third fund with a value of € 50 million, Newion focuses on business technology and software companies in the Benelux. The main investor in Newion II is the European Investment Fund, which supports innovative companies through the EU 'Competitiveness and Innovation Framework Programme' ('CIP').

About Filsa Capital

Filsa Capital invests selectively in early-stage fast growing companies in the Cleantech, Telecommunications, Internet and/or IT sector which acquire market share with innovative products / services in the B2B market and which have plans to expand into other countries.

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