

Company Fact Sheet

Mission: To unleash the power and value of information no matter where it resides within the organization. VirtualWorks™ makes all company content instantly and securely accessible – regardless of what it is, where it lives or who needs it – through an affordable ‘out-of-the-box’ software system.

History: VirtualWorks was founded in Boca Raton, Florida in 2009; but the company’s story began in Trondheim, Norway in 2000. That’s when InfoFinder AS was established to pioneer innovative approaches to locate critical information quickly and easily from silos spread across the enterprise. The company’s proven technology led to the involvement of Edward Iacobucci, a prominent high-tech entrepreneur and co-founder of Citrix Systems, when he recognized the opportunity to tackle “data sprawl” by introducing a new enterprise information architecture.

Supported by a team of seasoned IT executives and engineers, Iacobucci set out the vision for a Virtual Index Architecture™ that maps out the entirety of an organization’s content repository and delivers it to users when they need it, on-demand. The team mounted a major R&D initiative to deliver on the vision with a pre-integrated, “out-of-the-box” content virtualization platform that could reach into all data stores, on premise and in the cloud, and understand the content without disruption or costly integration efforts. It’s designed to make it fast and easy for developers to create new index-enabled applications that optimize the value of information for organizations. The first product platform based on the Virtual Index Architecture is scheduled for release during summer 2011.

Category: VirtualWorks is pioneering a new software category called content virtualization that breaks down the walls between application silos to ease data sprawl and deliver a more productive end-user computing experience. Content virtualization abstracts content from disparate application silos, records the metadata in a single index, and federates the results, so users can securely and rapidly access business-critical information from anywhere.

By leveraging the power of content virtualization, a broad range of organizations, from SMBs to large global enterprises, can solve a critical pain point for frustrated workers trying to find information they need in a timely manner across a variety of applications, locations and devices.

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Technology: The Virtual Index Architecture is a pre-integrated, extensible framework that leverages a deep understanding of applications and stored metadata to render an image of all enterprise content across diverse applications, network and cloud architectures, data storage systems and formats. VIA defines the framework the company will use to build its content virtualization products and the structure and logic by which different capabilities are going to be developed over time by both VirtualWorks and third-party independent software vendors (ISVs). VIA is designed to make it fast and easy for third-party developers to create new index-enabled applications and plug-ins that optimize the value of information for organizations.

Customers: VirtualWorks' technology is currently used by more than 300 private and public sector organizations in Norway, Sweden and the United States.

Management: Edward E. Iacobucci—Chairman and CEO
Garrett Pettingell—CFO and Vice President, Administration
Erik Baklid—General Manager, Worldwide Customer Operations
Robert Spaulding—Vice President, Engineering
Lars Morton Nygaard—Director, Global Product Management
Truls Baklid—General Manager, Nordic Customer Operations
E.J. Wojtowicz—Director of North America Sales
Vicky Harris—Director of Marketing

Key Facts:

Funding: \$8.5 million in first-round investment

Employees: 35

Website: www.virtualworks.com

Offices:

U.S. Headquarters

5301 N. Federal Hwy, Suite 190

Boca Raton, FL 33487

Tel: 561-327-4900

Nordic Headquarters

Lysaker torg 45

1366 Lysaker, Norway

Tel: (+47) 81 536 863

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