

AdaptiveMobile Security, Ltd.

Supporting new levels of global mobile security.



As mobile phone usage expands both personally and professionally, organizations of all sizes are looking for ways to protect their customers and personnel from mobile viruses, malware, inappropriate content, unsolicited communications and spam. AdaptiveMobile Security Ltd. was founded in 2003 to provide proactive mobile security at both the operator and solution provider level. Intel Capital began discussions with AdaptiveMobile in 2005 as the company was looking to round out its product offering and grow its customer base.



"Intel Capital is a very active investor — leading deals, driving investment directions, making customer introductions. There's a degree of business understanding that you get with Intel that you don't get from broader based VCs."

Lorcan Burke
CEO

Quick Facts

Industry: Mobile Communications

Products: AdaptiveMobile Policy Control Framework (PCF), PolicyFilter (MMS), PolicyFilter (Email), PolicyFilter (SMS), PolicyFilter (Mobile Web), Propensity Engine, Message Retention Platform

Founded: 2003

Headquarters: Dublin, Ireland

Intel Capital Investment: 2006

Highlights:

- Participated in two Intel Capital CEO Summits
- Participated in 22 Intel Capital Technology Days

The Investment

Intel Capital led the AdaptiveMobile Series A round of funding in 2006. Based on AdaptiveMobile's ability to address an emerging need in the mobile telecommunications market segment, Intel Capital agreed to be the only institutional investor in this first round. In line with its commitment to helping entrepreneurial companies grow and develop, Intel Capital also sustained its investment in AdaptiveMobile via a recent follow-on B round which brought in additional investors.

The Intel Capital Advantage

According to AdaptiveMobile CEO Lorcan Burke, one of the key benefits of working with Intel Capital is its investment process. AdaptiveMobile had early conversations with Intel Capital during its seed round, in which it received guidance about what it needed to do to meet investment criteria for a future round of funding. Burke states, "Intel Capital has a very well developed investment process. We always knew where we were in the process and because of their strong technology background and due diligence capabilities, it gave other purely financial investors greater confidence. This is a critical advantage in the challenging European venture capital market."

From a sales perspective, the relationship with Intel Capital has also offered important advantages to AdaptiveMobile. The company has enjoyed sponsorship by a number of Intel business units, including mobility, embedded computing and communications. In addition to insight on emerging industry trends, this has provided important access to Intel sales personnel who have helped make introductions based on their relationships with target customers. The Intel backing adds an extra level of access, credibility and validation. As Burke points out, "There are very few customers that know the names of any VCs, but they all recognize who Intel is when you walk through the door with them. That has added a lot of value for me."

These business unit relationships have also enabled important technological benefits. AdaptiveMobile has gotten early access to new quad-core technologies. This has allowed proactive benchmarking of its solution on these new processors which it can then take through OEMs and on to end customers. It has also allowed the company to ensure interoperability with other systems and software using CPU capabilities and scaling comparable to what is found at a mobile operator facility. This can quickly ease Tier 1 customer concerns that previously might have posed a barrier to entry for a small company. Essentially, the technological relationship with Intel puts AdaptiveMobile at the forefront of collaboratively solving industry challenges and delivering proven, enhanced technology.

AdaptiveMobile has also been an active participant in Intel Capital's Technology Days. Many of the company's solutions cut across business units in target companies. To be successful, AdaptiveMobile often needs a sponsor within the company that is a lateral thinker. In a traditional sales model, this can be challenging. The Intel Capital Technology Days are designed to bring together high-level decision-makers from various departments or divisions of a company to meet with selected Intel Capital portfolio companies. This environment has helped AdaptiveMobile more quickly find good sponsors. According to Burke, "The difference between a 6-9 month sales cycle and a 12-18 month cycle is critical for a young company. Intel Capital Technology Days have helped us speed up the sales process." Of AdaptiveMobile's top eight customers, six have held Intel Technology Days, which facilitated deeper relationships and the securing of additional business.

