Our vision here at Identropy is not only to take the world by storm by revolutionizing Identity Management but doing that in style as a family. Innovation is the cornerstone of everything we do.

As Identropy continues to grow, we want to focus on those things that have made us successful and pay attention to creating an environment that allows us to preserve and foster those things, as well as allow us to scale up without losing our DNA as a company.

Our approach to defining our culture is straightforward:

1. Identify the company’s core values
2. Document and publish them
3. Commit to them

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Here at Identropy, we believe that having a strong company culture is the key ingredient in the sustained success and durability of organizations in the information age.

**CORE VALUES**

**INNOVATION**
Continuously create new and better ways of doing what we do.

**CUSTOMER SERVICE**
Put yourself in the customer’s shoes. Ask yourself what you would want.

**OPENNESS**
Honest communication between people creates trust. Be willing to give and receive productive feedback.

**INTEGRITY**
Actions speak louder than words; Lead by example.

**PARTNERSHIP**
Teamwork divides the task and doubles the success.

**DRIVE**
Mix vision, passion, and action.

**IDENTROPY FAMILY**

[Diagram of Identropy Family]
THE REASON WHY I...

work for Identropy is because we’re different. We don’t just walk into a company, install a solution and then leave; we’re focused on our clients’ success. We get to know our clients and we work through issues together as a team. Each day brings new problems to solve and I’m lucky to work with some of the most knowledgeable and personable people in our industry. The best part about my job is seeing the positive impact we’ve made with our clients and knowing they will succeed.

— Bryan Cole

I remember moving into the Austin Office of Shoal Creek and hosting the entire company 5 days later for our quarterly meeting... without Internet. We had to cram everybody into 1 room and beg for Internet from new neighbors. It is still one of my favorite memories of Identropy, and started Frank’s love of the breakfast taco. Oh, and the minute (I’m not exaggerating here) after Victor concluded the quarterly meeting, the cable guy got our Internet access working. Go figure.

— Christopher Hydak

WHEN I INTERVIEWED...

with Identropy I got to join a number of the NJ based Identropians for dinner, where we all enjoyed ourselves thoroughly. Many months after I had joined Identropy I was speaking with some of the people who had been at that dinner and one of them brought up all the fun that was had and jokes that were made. He said that after the dinner he was worried that the atmosphere at the dinner might have come across as unprofessional and might negatively impact my decision to join Identropy. Quite to the contrary, that dinner was what cemented my desire to join the team - it felt like a big group of family and friends having a dinner together and it was clear that this was just how the company operates. Work hard. Play hard. GSD.

— Mike Woodburne

I love the people that I work with at Identropy. Everyone here is committed to excellence, but also to enjoying what we do every day. I love that balance, and I’m happy to be part of this team.

— Heather Lasher

IDENTROPY EXISTS WITH THE MISSION

to revolutionize identity management. The management team is made up of legends in the industry. The company has a strong culture that stresses core values like innovation, drive, and integrity to deliver optimal value for our customers.

— Mark Gyorey

WHAT MOTIVATES ME TO WORK FOR...

Identropy is the exact same thing almost every Identropian will say: the people and the culture. And that’s only because it’s true. Not only are my co-workers some of the industry’s best but they are also a pleasure to work with. I learn as much from them on a day-to-day basis that it has made me a much better developer and colleague. In addition, the technology we work with is powerful and cutting edge. There are not many places I could work where I would get the same exposure.

— Avaneesh Srivastav

I enjoy working with a fantastic group of smart, motivated people. In the changing world of Identity Management, we offer a valuable product which I am confident will attract a wide customer base. Our services offerings are top notch, and our engineers are the best in the industry. The vast pool of knowledge that we hold as an organization gives me confidence that even the most complex problems will be tackled efficiently.

— Christopher Speck

SOMETIMES I THINK BACK WHEN IDENTROPY WAS AT 8-10 employees and then the quick jump to 20+ employees to where we are today. As we grow rapidly across the US & Canada, I wondered how we would maintain the camaraderie and sense of being together as an organization while not being necessarily in the same place. Things certainly haven’t been perfect, but when I see how the Austin office has grown and adding many folks to the roster working remotely it still continues to feel like we are in the same office together and gives me confidence that we can scale along our employee base with a great work-life balance opportunity. With great talent and people’s hearts in the right place we can achieve anything!

— Victor Barris

I love Identropy and truly consider folks my family. We all treat each other with respect and have fun doing it too. It’s great that everyone is unique in their own way and yet we all work together like a well-oiled machine. I thank Craigslist for helping me find this treasure of a workplace and look forward to seeing where this ride goes. GSD BABY!

— Helen Chen

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— Victor Barris

CHANGTASTIC!

One of the Identropy lexicons that makes me smile every single time I hear someone use it, regardless of whether or not it’s actually referencing me. :)
EMPLOYEE REFLECTIONS

I WORK FOR IDENTROPY BECAUSE IT IS...

a company that is going to be the thought leader in an industry that, from my own perspective, is in dire need of fresh thinking. IAM seems about 10 years behind from a technological perspective and I understand why (large scale IT is expensive and painful to update/upgrade change + political/budgetary complexities), but Identropy is trying to change that. More directly, the team I work with is a bunch of great people who are helpful and kind. It makes working on tough problems a lot less tough.

— Identropian

I come to work because...

I come to work because I love the people working here. The energy created by everyone’s collective passion for their work is addicting and I love being around it.

— Fletcher Edington

I love the Identropy vision...

and the people who I work with that execute on that vision. Even as a remote employee I feel like I am a part of a family.

— Mike Woodburne

WHILE WORKING ...

on-site with a client we were chatting over lunch about how the project was going. She said that she was much happier with the Identropy team than the team we replaced. She explained that our predecessor would deliver unsafe upgrades. She went on to explain that when they ask us to do something, we will sometimes ask “Why” or make suggestions as to a better way to solve the problem, and sometimes we would actually say no; and she loved that about us. Even though some clients won’t take “no” for an answer, I will always remember the one that not only accepted it, but applauded it.

— Bryan Cole

IDENTROPY OFFERS...

me what other companies, especially in the Detroit area, cannot. This includes the autonomy over my work environment and style of work, which helps me be more productive and creative.

Now that I am working at Identropy, my work life blends much more seamlessly with my personal life; this ultimately makes me a happier employee (and person).

— Mario Dusaj

The idea of changing how identity management...

is consumed has driven me to be here. I want to be a part of it and see it change the industry.

— Christopher Hydak

The work environment and flexibility...

of the company is what keeps me working here, the collaboration and openness to learn from each other is hard to find in another place.

— Cesar Castaneda

IT HAS BEEN OVER...

Three years for me and it still feels like the first day. As we grow, it is amazing to see how our culture evolves, becoming stronger allowing us to tackle bigger challenges. I am addicted to this working environment. It brings the best in me.

— Frank Villavicencio

1. Peer - smart, funny, honest, hardworking.


3. Technology - cutting edge, ever expanding, super challenging.

I wake up in the morning thinking “let’s get this thing working today”, and I know Identropy will do everything to make sure that nothing’s on my way.

— Gula Numatova

INTRODUCING...

Frank to the “Leroy Jenkins” meme years after it was popular and having to hear references to Leroy for the next couple of months every time the Jenkins build process was mentioned. Darren probably still holds smoldering resentment toward me for that, because for a while, Frank referred to him as Leroy. Sorry, buddy!

Oh, and “Let’s DO this thing right here!” Who could forget that?

— Drew Kidder

I work for Identropy because...

Identropy aspires for the same goals and methods that I aspire to. We jointly aspire to deliver high quality IAM solutions using internal processes that value initiative, autonomy and expertise combined with excellent customer service and commitment.

— David Schacht
EMPLOYEE REFLECTIONS

I HAD ONLY BEEN WORKING WITH THE COMPANY...

a short time when I was offered the chance to fly to New York and hang out with the Identroplex office. When I arrived, I realized that I had been given a great opportunity to connect with people and really get into the Identropy culture. The amount of respect and enthusiasm I was met with is something that will stick with me forever. For everyone to be that happy to talk with me and offer advice when I hadn’t really been there that long was amazing.

— Fletcher Edington

It goes without saying that what makes Identropy...

Identropy is the people and that is why I love working at Identropy the most. It’s also the lack of red tape and the fact that I can interact with everyone in the company equally that differentiates Identropy from the rest for me - this means a lot to me coming from Corporate America. I also enjoy the flexibility and the shying away from micro-management. Oh, I don’t know if this gets enough appreciation, but the IdentroHealth initiative is just awesome! It has gotten me conscious of what I eat, disown soda and start running! Kudos to IdentroHealth!

— Febin Moideen

Identropy leads by example.

Company culture creates an environment which inspires GSD and continuous innovation. The opportunity to be a part of an evolution.

— Dino Pietropaolo

THEY HIRED ME!

Ranjeet still thanks me every week for having brought him to Identropy.

— Frank Villa vicencio

DRIVING TO COSTCO...

with Jeff at 10AM (Identropy had an executive membership!) to stock up our office mini freezer with meats so we had something to grill up for lunches throughout the week, or dinner for anyone working late or overnight. We even made sure to get veggie burgers for Ash and sometimes Bilal.

— Eric Carrera

Welcome! I thought you were a lawyer... don’t wear a suit tomorrow.

— Mario Dusaj

I love the vision and direction of the...

company and its founders. There is direction and purpose in our everyday work.

— Identropian

IDENTROPY IS THE FIRST...

company I have worked at that really lives by its core values on a daily basis. By living with these core values Identropy has eliminated the internal politics which allows that energy to be focused on GSD and making our customers successful.

— Identropian

‘Honey Badger’
‘Walk with me’ [Victor]

— Steve Scofield

I really enjoyed...

meeting my coworker for the first time at one of the Identropy off-sites. We compared notes and learned that both of us had moved to Identropy from direct competitors. We both cited the need for honesty with ourselves, within our team and with the customer and prime motivators in our move. It was great for each of us to realize that the same things motivated us.

— David Schacht

EMPLOYEE REFLECTIONS

AFTER MY FIRST SPRINT RETRO,

when I suggested something, and expected my words to be thrown out of the window, I saw Frank doing what I suggested just 10 minutes after the call. I will never forget the epiphany and thinking to myself “He actually listened!”

— Gula Numatova

A great memory is...

from our quarterly event in Vegas. After an amazing dinner, we were treated like an army lead by Frank to strategize how to manage ‘wandering sheep’ with a perimeter of action in the city filled with alluring entertainment. It was hilarious,... Almost Identropy’s version of Hangover.

— Cesar Cazadia

I love to be challenged...

and to be surrounded by smart people. Everyone here is really good at what they do, and yet there’s not a whiff of arrogance about that talent. When we’re all focused on making Identropy the best in the IAM biz, there’s a buzz of excitement that makes us want to be a part of it. Everyone is helpful, knowledgeable, teachable, and most of all just fun to work with!

— Drew Kidder

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— Drew Kidder
EMPLOYEE REFLECTIONS

IT’S THE PEOPLE WHO MAKE A DIFFERENCE.
The people who make the difference. Being able to walk around Las Vegas with Miguel and Omi, talking politics, riding a roller coaster, and people-watching... Where else but here?
— Christopher Speck

A DAY NEVER GOES BY...
without me having a stomach ache from laughing so hard from the antics that go around in the office, on yammer, or just email threads. A memorable moment recently was during a flag football game. It was down to the last 7 seconds and we were behind by 1 point. Avaneesh threw it to Angry Raj & with the high stakes/stress instead of a picture perfect catch it hits Raj in the face. It is a game we laugh over often.
— Helen Chen

SINCE I WAS HIRED...
solely through phone interviews, I hadn’t met anyone at Identropy face to face before joining. When I walked into Identroplex on my first day, the very first Identropian I met was El Presidente and he introduced himself as the CEO with a great smile. That has resonated with me to this day, that our titles at Identropy do not affect how we carry ourselves. As we grow, I sincerely hope it stays this way.
— Febin Moideen

IDENTROPY OPERATES...
in a meaningful space and seeks to employ a game changing strategy. That cutting edge approach along with the entrepreneurial spirit that a start up carries makes it an exciting endeavor to undertake. The environment is friendly, open and conducive to career growth.
— Azeem Khan

WHEN I WAS ABOUT 5 MONTHS PREGNANT,
Dave had been traveling at a client site for several weeks, and was just getting back into the office. He said to me, “Heather, haven’t you just heard of a treadmill?” Of course he knew, but it was hilarious. I love working with people that are like family!
— Heather Lasher

I LOVE...
working with people who are great at what they do. I also believe that what Identropy is doing truly is revolutionizing the identity space.
— Eric Carrera

I HEAR ON YAMMER AND SUBSEQUENTLY EVERYWHERE ELSE IS ONE OF OUR NEW LEXICONS SJGR AKA S*** JUST GOT REAL.
— Sheetal Khera

THE PEOPLE...
are genuine, the mission is clear and the work enjoyable.
— Joanna Cecin

THE BEST QUOTE...
Having the most awesome argument at a bar in Vegas, that went nowhere but we all stuck with it because we all believe in the importance of what we’re doing.
— Nishant Kauhdik

1) I HAVE ENJOYED WORKING THE IAM SPACE FOR YEARS...
2) I LIKE OUR VISION – WE’RE NOT JUST ANOTHER CONSULTING SHOP
3) I ENJOY THE SATISFACTION OF UNDERSTANDING WHAT A CUSTOMER NEEDS AND GIVING IT TO THEM.
— Steve Scofield

GSD
Acronym that stands for Getting S...[Stuff] Done. Used commonly to express the maniacal focus on execution and drive that is common among Identropians.

LET’S DO THIS THING RIGHT HERE!
Jee shared an analyst quote that called us legends of identity management.
— Mark Gyorey

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EMPLOYEE REFLECTIONS

IDENTROPY IS MORE THAN A JOB FOR ME.

It is very rare that I have a day where I don’t want to go to work. We do things the right way. We are open and honest with one another and give everyone autonomy in their job.

— Mike Trachta

Receiving encouragement and support,
most specifically from Helen Chen, Aldo Pietropaolo and Carl Aloi when I was struggling with filling certain positions in the beginning. Although the PS team required roles which I filled pretty quickly, the Product roles were harder to fill and these employees were my constant cheerleaders. It speaks to the strong desire that everyone in the company exceed, equally.

— Joanna Cecin

I believe in the mission.

I believe in the cultural synergy we have going. Most of all, I believe in the people we have.

— Nishant Kaushik

I HAD ONLY BEEN WORKING...

for Identropy for about 2 weeks last year, when I walked into my office to find a hand painted “Happy Birthday” sign. It was very thoughtful.

— Miguel Pozos

Every late night production...

cut over or late night assist where you are either the benefactor or beneficiary of help from a fellow Identropian reminds you that you are a part of something special.

— Azeem Khan

150 words?

Jeez I feel empowered to make a difference

— Tom Neckel

EMPLOYEE REFLECTIONS

I WORK AT IDENTROPY BECAUSE...

of the individuals that collectively form the identity of Identropy and because I know that we’re continually making progress in our quest to revolutionize the IAM space. Plus, each and every day, I wake up with the comforting reality that I can trust and rely on each member of the Identropy team to do whatever it is within reason to help make our customers and partners successful. Simply stated, I love everything about Identropy!

— Joanna Cecin

I work for Identropy because...

the passion of this organization to do something innovative in the marketplace, and mostly because Identropy wants me to succeed as much as the company. This is a change from previous consulting where it was all about billing hours now with Identropy it is what I want to do and how I can get there innovation is preached here.

— Sheetal Khera
A Car Magnet
Hidden Talent: Location: San Jose, CA
Your theme song: Sting-Englishman in New York

Blake Saidman
Location: New York City
Hidden Talent: Styling hair & clothes
Your theme song: Destiny's Child-Styling hair & clothes

BYRON COLE
Controller
Location: Austin, TX
Hidden Talent: Knead-sneak & Cooking
Your theme song: Sammy Hagar-I canít

Dionie Simms
Client Development Manager
Location: San Antonio, TX
Hidden Talent: I'm a block bust in karate
Your theme song: Sassy Hagen-I canít
Dionie 55

Dino Paterpoulos
Client Development Manager
Location: Chantilly, VA
Hidden Talent: My wife tells me I cook quite well :) Your theme song: Survivor by Muse

Mario Lorenzo Dusos
Mkac Engineer
Location: Detroit, Michigan
Hidden Talent: I'm a good artist
Your theme song: Turn the Page by Bob Seger

Bryan Cole
Location: New York City
Hidden Talent: I'm a good artist
Your theme song: Iron Maiden-Hallowed Be Thy Name

Scott Hamner
Project Operations Manager
Location: PA
Hidden Talent: Cooking
Your theme song: Walk by Pentero

Michelle Allen
Operations Manager
Location: Austin, TX
Hidden Talent: Ceramics
Your theme song: Short Skirt and a Long Jacck-Cake

Sergei Daulatov
Senior Software Engineer
Location: Austin, TX
Hidden Talent: I can bake.
Your theme song: Sting-Brand New Colony

Andy White
Engagement Manager
Location: Plymouth, Michigan
Hidden Talent: Abla living as carpenter
Your theme song: Brand New Colony by The Postal Service

Ari Homemond
Sr. Software Engineer
Location: Austin, TX
Hidden Talent: Playing things by ear.
Your theme song: Saul Rebel by Bob Marley and the Wailers

Darren Allen
Engineer
Location: New York, New York
Hidden Talent: Quick hands & swift feet
Your theme song: Vise Maiden-Hallowed Be Thy Name

Febin Moideen
IAM Engineer
Location: Pearland, TX
Hidden Talent: Kite-making & Cooking
Your theme song: Brand New Colony

Drew Kidder
Sr. Software Engineer
Location: Austin, TX
Hidden Talent: I'm a block bust in karate
Your theme song: Sassy Hagen-I canít

Gula Narumato
Tech Lead
Location: Shilton, CT
Hidden Talent: Sprint runner
Your theme song: Goodnight Olivia

Joanne Cacin
Talent Acquisition
Location: Austin, TX
Hidden Talent: It's hidden from me!
Your theme song: Michael-Front-Everybody Ora More

Mario Lorenzo Dusos
Mkac Engineer
Location: Detroit, Michigan
Hidden Talent: I'm a good artist
Your theme song: Turn the Page by Bob Seger

Doug Wilson
Service Manager
Location: Austin, TX
Hidden Talent: Glacier Symphony Tenor
Your theme song: Somewhere Over the Rainbow by Israel Kamakawiwoole

Lorna Davis
Service Manager
Location: New York City
Hidden Talent: I'm a block bust in karate
Your theme song: Destiny's Child-Styling hair & clothes

Michelle Allen
Operations Manager
Location: Austin, TX
Hidden Talent: Ceramics
Your theme song: Short Skirt and a Long Jacck-Cake

Mark Gyorey
Engagement Manager
Location: San Jose, CA
Hidden Talent: A Car Magnet
Your theme song: Jim Hendrix-All Along the Watchtower

Meyers, Hood, Kivlin, Kowert & Goetzl," P.C., Stephen A. Mason
The answer here is really easy. It was clear to me in my first meeting with your guys back in July.

The most striking feature of Identity's culture is the degree to which people are committed to doing more together than they take from the team. That commitment creates a surplus of value, which spills over to the customer and end user as a continuously improving product.

Nobody at Identity really seems to care who gets credit, so long as things get done. I hear the word 'our', as in 'our invention,' or 'our innovation' more often at Identity than I do with other tech companies. The lack of 'my' and 'I' from people who are doing important work reflects an unusual degree of egolessness exhibited with respect to goals met by the team. The quiet relentlessness of this focus on building value for the enterprise and the customer is a genuinely refreshing contrast to most of what I see elsewhere.

You may not see this aspect of the place because you live it every day, but it's there.

OUTWORK
One characteristic that is most unique to Identity sc is that you take a very holistic view about your organization, fact that you consider not only your customer feedback but also your vendor feedback important, to understand your strengths and weaknesses, clearly demonstrates what is unique about you.

LOOKING GLASS PUBLIC RELATIONS
Is there anything unique and consistent about my interaction with Identity?

Working with Identity is fun. And satisfying. The Identity guys (and gals) are smart, motivated, passionate about what they do and even more passionate about doing it well. Individually, everyone I have come into contact with at Identity is completely on board with the vision that Identity will move the iAM market a quantum leap forward. That spirit - that excitement that comes with the belief that you are onto something big, is contagious. For Identity, innovation is not just for the sake of GSD faster, or to do more GSD - it’s about how iDaas can do it better. Plus, Identity is focused on culture - on creating an environment where people look forward to coming into the office - is not just lip service. I find that refreshing. And unique.

HANEE DESIGNS
What’s the opposite of inertia? Identity. These guys are not interested in doing what they were doing before, or what everyone else is doing. We love how they challenge themselves to innovate and break new ground. We are glad to be along for the ride.
We look forward to the future of

![identropy logo]