"Founder in Focus" Website Series
TEMPLATE Interview - to be filled out by portfolio company

Web location	https://www.okta.com/blog/tag/founders-focus/
Title of web content	"Founders in Focus: Joel Bauman of Synqly**"**
Purpose	- Increase SEO on Okta Ventures and our portfolio companies - Increase awareness on how Okta Ventures supports portfolio companies - Provide halo brand effect for portfolio companies - Provide additional context on how Okta Ventures operates
Date of upload to website	Once approved by Okta Marketing, upload immediately to site Content is not-time dependent or linked to any specific announcement Content will not expire with time
Format	Written interview
Content	Questions around the business' activity, partnership with Okta
Review process	Founder writes initial answers. If desired, feel free to add additional questions or adjust as needed. Okta Marketing team will revise for succinctness and SEO. All edits will be done in this document so founder can see edits in real time
Okta submission form for Blog	https://form.asana.com/?hash=e1e8e0c83b5f1178fbd8a97d9f836f5904c0b4241bfd1af05f4260e409f8721f&id=1132755051588875
Examples	BEST CASE EXAMPLE: Crossbeam Other examples: https://www.okta.com/blog/2020/05/founders-in-focus-matthew-gregory-of-ockam/ https://www.okta.com/blog/2020/06/founders-in-focus-datagrail/ https://www.okta.com/blog/2022/04/founders-in-focus-wayne-chang-of-spruce/
High resolution profile pic of founder	

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Founders in Focus: Joel Bauman of Synqly

Each month, we'll highlight one of the founders of Okta Ventures' portfolio companies. You'll learn more about them and how they work with Okta. This month, we're speaking with Joel Bauman of Synqly.

What is Synqly, and what is your mission?

Synqly offers the first Integration Platform-as-a-Service (IPaaS) for security and infrastructure vendors. The company's mission is to remove barriers to product integrations and create a more robust cybersecurity ecosystem by enabling secure, scalable, and sustainable connections between technologies. This addresses the growing complexity of enterprise tech stacks, where the average security team manages over 75 ~~security~~ products. Security vendors need a reliable and scalable way to provide integrations using fewer resources. Synqly is simplifying and automating ~~security~~ product integrations to reduce the burden on product teams and strengthen the security ecosystem.

What were you doing before Synqly that led you here?

I've been building~~a builder of~~ technology ecosystems my entire career. After earning my BA from Duke University and an MBA from the University of Texas at Austin, I focused on bridging the gaps between technologies. At McAfee and Cylance, I built strategic partnerships and executed acquisitions, learning firsthand how fragmented APIs and manual integration processes crippled security teams.

When I joined Illumio as SVP of Business and Corporate Development, I saw the same problem magnified: businesses~~enterprises~~ juggling dozens of security tools with no unified way to connect them. It reminded me of my early days at BMC Software and Webroot, where integration roadblocks stifled innovation. At Cylance, we'd pioneered AI-driven endpoint security, but even cutting-edge solutions struggled without seamless interoperability.

The turning point came when I realized every integration followed the same broken playbook — months of custom coding, brittle maintenance, and vendor lock-in. I'd spent 20 years watching companies reinvent the wheel for every API handshake. In 2023, I co-founded Synqly to build what the ecosystem desperately needed: an Integration ~~-~~Platform-as-a-Service (IPAAS) designed for security and IT Operation (ITOps)~~Ops~~ vendors.

What is Synqly's solution? What challenge does it solve?

We deliver the first product integration platform for security and infrastructure vendors. Our platform reduces the cost and complexity of building, maintaining, and supporting software integrations by as much as 90% and similarly shrinks time to market.

The average enterprise company purchases over 75 different security and IT ~~Operations~~Ops ~~(ITOps)~~ products (an increase of 750% from just 8 years ago).~~,~~ Fast~~fast~~ and secure integrations are required to simplify management and maximize product value, and vendors.~~Vendors~~ are expected to provide integrated solutions. The challenge has always been the resources that product and engineering teams require ~~requiredments byon product and engineering teams~~ to build and support integrations while juggling their own product development. The Synqly Integration Platform enables security and infrastructure software vendors to deploy any requested integration — without sacrificing expensive resources from product and engineering team~~s resources~~.

The platform empowers security, ITOps, and Managed Security Service Provider vendors to integrate software products through a single API, offering the market's most rapid integration process. Synqly ensures that integrations remain current with the latest API

updates from target vendors. With continuous performance monitoring and metrics, vendors swiftly identify and rectify integration issues and monitor usage statistics, saving valuable time and improving the customer experience.

Central to our innovation is a unique abstraction layer that facilitates connections between cybersecurity and infrastructure software; this eliminates the need for vendors to familiarize themselves with each other's APIs, enabling seamless operations between cybersecurity and ITOps. The platform's Multiplex Connectors, designed for distinct use cases such as security information and event management (SIEM)~~SIEM~~ solutions ~~,~~ (~~t~~Ticketing ~~s~~Systems~~,~~ and ~~e~~Endpoint ~~s~~Security)~~,~~ allow for integration across multiple solutions within the same category without bespoke connections.

We remove longstanding barriers to product integrations, enabling cybersecurity and infrastructure vendors to seamlessly integrate and empower their customers to stay ahead of evolving threats.

Why did Synqly want to work with Okta?

We collaborated with Okta Ventures for several strategic reasons. Okta's ~~I~~identity ~~A~~access ~~M~~management (IAM) leadership aligns perfectly with Synqly's focus on secure, standardized integrations. This expertise in ~~I~~identity integration provides valuable insights and potential synergies for Synqly's platform. ~~Secondly,~~ Okta's extensive partner network and strong marketplace presence offer Synqly significant opportunities to scale its integration capabilities, potentially accelerating its growth and market reach. Lastly, both organizations share a vision that prioritizes interoperability to reduce security fragmentation in the industry. This alignment is evident in Okta Ventures' emphasis on extending platform value through partnerships, which resonates with Synqly's mission to streamline security integrations across diverse ecosystems.

How is Synqly working with Okta? What support do you look for in a corporate partner?

Synqly's relationship with Okta spans multiple dimensions:~~—~~ as a technology partner, marketplace vendor, and customer. ~~Here's how we work together:~~

Synqly has integrated Okta's platform into its~~our~~ integration framework, offering security and IT~~Ops operations~~ teams powerful capabilities to manage the~~their~~ Okta environment. Organizations can leverage our platform to:

- Monitor potential security threats by analyzing Okta audit logs

- Access comprehensive user and group information
- Execute critical security actions like terminating sessions or forcing password resets

Our partnership approach~~approach to partnerships~~, including our partnership with Okta's~~,~~ focuses on two key elements~~.~~:

Ecosystem Growth: We're excited to partner with Okta to expand the security ecosystem. We aim to cement~~deepen~~ this relationship, working toward becoming Okta's recommended solution for security partners needing Okta integration capabilities.

Learning and Development: As a growing security company, we value learning from industry leaders like Okta. We're particularly interested in adopting best practices from both Okta and their portfolio companies as we continue building our business.

We're ~~are~~ also in Okta's marketplace, which serves a community of 13,000+ global enterprises, such as~~like~~ Peloton and JetBlue~~, enabling~~. This enables Synqly to deliver frictionless security integrations through Okta's identity-powered partner ecosystem. As an Okta Marketplace partner, we understand firsthand the value of these integrations through~~,~~ using Okta's security infrastructure in our operations.

What trends do you expect to see in the IAM industry?

The IAM industry in 2025 is rapidly evolving to address complex security challenges and hybrid workforce demands. Key trends include:

- ~~Identity is at the heart of security.~~ Identity-focused attack tactics, such as credential~~asCredential t~~Theft, lateral movement, and phishing.~~are all examples of popular identity-focused~~ attack tactics~~.. that are popular and identity-focused.~~ To stop these attacks, there will be a growing demand for identity vendors to safeguard identity-related data and automate access controls for multiple products. ~~to stop these attacks. We see a growing demand for access to identity data from a broad set of security vendors to stop these attacks. We also see identity-controls and the need to automate access controls from multiple products as required to stop attacks.~~
- Adoption of zero-trust frameworks,~~The adoption of zero-trust frameworks~~ focusing on least-privilege access and continuous verification for ~~with a focus on least-privilege access and continuous verification for both~~ human and machine identities.
- AI and machine learning will continue to transform~~are transforming~~ IAM through real-time anomaly detection, automated access governance, behavioral