



MICROSOFT'S VENTURE FUND



## Security

Open source security and license management software

## Founded

2011

## HQ

Tel Aviv, Israel

## Leadership Team

Rami Sass,  
CEO & Co-Founder

Ron Ryman,  
Chairman & Co-Founder

Azi Cohen,  
GM North America & Co-Founder

# WhiteSource

## Israeli Open Source Security Software Team Enjoys Executive Access and Global Exposure.

In 2011, Tel Aviv-based entrepreneurs Rami Sass, Ron Ryman, and Azi Cohen realized companies would need a way to safely adopt, manage, and deploy open source components while guaranteeing continuity, integrity, and risk reduction. They came together to found and build WhiteSource, which automatically detects bugs, dependencies and vulnerabilities in code so that development and security teams have full control of and visibility into their open source components and software licenses. In mid-2017, WhiteSource welcomed M12 aboard as an investor and is enjoying benefits they wouldn't otherwise have been able to access as an early stage startup.

"M12 is definitely the smartest money you can ask for," says Sass, CEO of WhiteSource. "Not only does it bring you credibility, but you have this deep connection to help you navigate and get the best out of Microsoft, to help you every step of the way."

### Opening doors and channels.

"As a startup, the greatest challenge is your global market," says Dan Gross, WhiteSource VP of Business Development who has led the company's post-investment engagement with Microsoft and M12. "You can have amazing technology, but it can be like if a tree falls in a forest if nobody knows about it. Then when you're dealing with a big organization, they may say your technology is nice, but will you be around in five years?"

Gross says both issues are easily solved with M12 backing.

"Once you become a portfolio company that's with M12, people pay attention to you," says Gross. "It's like you're part of the family, a member of an elite group." Their positioning as a strategic investment together with the support of the M12 portfolio development team, ensure that introductions to senior executives elicit responses.

 [whitesourcesoftware.com](https://whitesourcesoftware.com)

 [@whitesourcesoft](https://twitter.com/whitesourcesoft)

 [LinkedIn](https://www.linkedin.com/company/whitesource)

## Enhanced opportunities with(in) Microsoft.

Navigating one of the largest technology companies in the world can be daunting, says Gross. "You're paddling a dinghy next to a battleship and could get drowned from the wave—lost within Microsoft which is a giant. As large as they are, they keep on changing and moving, and it can be really hard to align yourself."

**"With M12, you have the Microsoft name, access to leadership, and a portfolio development manager who can personally help you on a daily basis, which is a huge advantage."**

-Dan Gross

WhiteSource VP of Business Development

WhiteSource knew this from their experience, as partners with Microsoft since October 2016 when first they integrated with Microsoft Team Foundation Servers. This was soon followed by their add-on for [Azure DevOps](#) (formerly known as Visual Studio)—the [WhiteSource Bolt](#), a new open source management tool. Post investment, WhiteSource was elevated to a Gold Level Partner which provided greater exposure to the global Microsoft sales organization including co-selling opportunities and seller incentives.

## Access and exposure to global executives.

M12 also facilitated the company's inclusion at strategic Microsoft events where WhiteSource gained access and exposure to thousands of leading executives from around the world. WhiteSource was featured in a cybersecurity panel at Microsoft Inspire, secured booth space at Microsoft Build, and received an exclusive invite to an Azure Executive Briefing Conference in Redmond, WA featuring 60 CTOs, VPs of R&D, and Chief Architects. The WhiteSource team is already forging meaningful customer relationships from these opportunities.

"Some VCs just invest in you, and don't bring a lot of added value," says Gross. "They meet with you every three months and that's it. With M12, you have the Microsoft name, access to leadership, and a portfolio development manager who can personally help you on a daily basis, which is a huge advantage."

At M12, we are building tomorrow's future by giving entrepreneurs unparalleled access to Microsoft's ecosystem, guided by the experience of trusted partners who move at the pace of innovation. We invest in early-stage B2B companies, with a specific interest in those with their heads in the cloud and on the edge.