

Insyde Software

Enhancing credibility and enabling technical access.



Insyde Software provides system-level firmware and software engineering consulting services for companies that manufacture notebooks, desktops, servers and embedded systems. Founded in 1998, the company has become a global leader through its development of traditional and emerging firmware, including the new UEFI/EFI standards. In 1999, Intel Capital was the lead investor in the company's first round of funding.



"All of the Intel Capital staff we have worked with have been extremely helpful and supportive. From making introductions to setting up meetings to sharing new ideas, from the beginning they have gone above and beyond to help us succeed."

Jeremy Wang,
Chairman and CEO

Quick Facts

Industry: Firmware and Software

Products: InsydeH20™ UEFI/EFI Framework, legacy BIOS solutions, XPressROM Firmware, Custom Embedded Controller Firmware

Services: BIOS Firmware and Driver Development, Windows and Linux Embedded Services

Founded: 1998

Headquarters: Taipei, Taiwan

Intel Capital Investment: 1999, 2001, 2004

Highlights:

- Participated in three Intel Capital CEO Summits
- Participated in six Intel Capital Technology Days

The Investment

At the time of the initial investment, Insyde was still in its early stage. In addition to funds for development, the company was looking for investors that could provide strategic value. Intel Capital gave Insyde the credibility it needed to help PC manufacturers feel comfortable choosing a young company instead of entrenched competitors. Because many of Insyde's customers look to Intel for guidance in various areas of their business, having Intel Capital as an investor was invaluable. Beyond the initial investment, Intel Capital also participated in a follow-on round in 2001 and a convertible investment in 2004 following the company's initial public offering in 2003.

The Intel Capital Advantage

Early on, Insyde found itself in a challenging situation – the products and services it provides are critical components that manufacturers are very cautious about. While they want options that will help get their product to market quickly, they typically opt for the conservative choice, an established, known provider. Intel Capital's investment provided the credibility Insyde needed at a critical time.

In addition to helping the company build confidence with prospective customers, the relationship with Intel Capital also facilitated new customer introductions. The company participated in a number of Intel Capital Technology Days (ITDs) which put them in front of senior management of companies in market segments they wanted to enter, such as servers. With the company's initial focus in the notebook segment, gaining access to key players in the server segment independently would have been difficult and time consuming. According to Executive Vice President and co-founder Jonathan Joseph, "Today, we are doing deals with companies that we met at ITDs almost two years ago."

Beyond customer contacts, Insyde's ongoing relationship with Intel Capital also had a significant impact on the technical side of the business. Shortly after the initial investment, the company was introduced to a program going on inside Intel for a new BIOS coding architecture called EFI. The two companies entered into a joint development agreement in 2001 and Insyde's first shipment of the technology occurred in October 2003. Since that time EFI has become the mainstay of Insyde's business and the company is now perceived as a leader in this technology.

Insyde has found the ongoing nature of its relationship with Intel Capital extremely important to its success. The investment in Insyde's convertible round after the IPO demonstrated an uncommon commitment to helping the company achieve its goals. Insyde Chairman and CEO Jeremy Wang notes, "All of the Intel Capital staff we have worked with have been extremely helpful and supportive. From making introductions to setting up meetings to sharing new ideas, from the beginning they have gone above and beyond to help us succeed."

