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Arizona Bay Invests in Flexibility SaaS Company, SpineDigital

SpineDigital delivers flexibility to easily and rapidly swap out vendors when better prices or services are become available through a different vendor

(SAN FRANCISCO, CA) March 27, 2009 -- Arizona Bay, a leading venture capital and application development firm, announced today it made a significant investment in flexibility SaaS company, SpineDigital. SpineDigital joins Arizona Bay's portfolio of innovative companies that, through Arizona Bay resources, can rapidly develop and deploy its' service that enables enterprises to easily and rapidly swap out vendors when better prices or services are become available through a different vendor .

SpineDigital operates as a software abstraction layer between businesses and the 3rd party vendors that they depend on. As web-based businesses grow and evolve, it's common for them to have a desire to change vendors from time to time when better prices (or services) are available from a different vendor. It's very common among e-commerce startups for their software teams to be pinched between the priorities of supporting customers, innovating new features and migrating to new vendors. Unfortunately the latter is always the last priority, and despite the benefits to the bottom line, it rarely becomes more important than protecting existing revenue streams and creating new ones. Businesses that build Spine into their software foundation will have the flexibility of changing their vendors without imposing the typical burden on their software development team. Spine delivers on this by providing a simple, normalized API for the business to use that acts as a single point of integration for its software developers.

"SpineDigital enables enterprises to keep costs low by selecting and migrating 3rd party applications from one vendor to another with minimal or no downtime," said David Graham, managing partner of Arizona Bay. "There is huge value in a service that enables businesses to swap out vendors with no or little downtime or the headaches that often accompany third party transitions."

About Arizona Bay

Founded in 2000, Arizona Bay funds and builds seed stage technology start-ups for the inventor community. Based in San Francisco, California, the innovation capital firm combines investment capital and technology development expertise to rapidly bring unique business ideas and concepts to market. Arizona Bay offers a one-stop shop for funding, product development, strategic guidance, software design, and rigorous market-testing. The firm has a proven track record of identifying concepts and products and actively building them into market-leading products and companies.

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