

## Storage Co. Intransa Taps Entrepia For \$2.7M

by Scott Denne

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Intransa Inc., a network-based Internet Protocol storage company, has raised a \$2.7 million second tranche of its Series A recapitalization round from new investor Entrepia Ventures.

The new capital brings the total raised in the recap round to \$12 million. The first tranche, which closed in November, was led by new investor Guggenheim Venture Partners with participation from Menlo Ventures and U.S. Venture Partners.

Prior to its recap, the company had raised about \$73 million, said Bud Broomhead, chief executive of Intransa. Investors in the company included Advanced Technology Ventures, Sofinnova Partners, Sofinnova Ventures, Union Carbide Retirement Fund and Venture Partners AG, none of whom currently hold a stake in the company. U.S. Venture Partners and Menlo Ventures had also contributed capital prior to the restart, according to VentureWire records.

"The whole SAN technology, currently dominated by Fibre Channel guys, will make a transition into IP and that will generate huge cost benefits to end users and Intransa is poised to gain from that growth," said Amit Srivastava, chief investment officer of Entrepia, who will take a seat on the company's board as a result of the financing.

Since beginning its new life in November, the company has appointed a new chief executive, Broomhead, as well as new vice presidents of sales, engineering and marketing. This new executive team is the first in the company's history to come from a storage background, Broomhead said.

The company has begun to focus on specific vertical markets such as IPTV, video-on-demand, video surveillance and medical imaging, Broomhead said.

Intransa makes network software and hardware that is "particularly well-tuned to read and write big blocks of data, which makes us particularly well suited to video," Broomhead said.

The money raised in this round will go toward expanding its sales and marketing force for its base 2-giga-byte-per-second product line. The company's 10-gigabyte product is in beta and will be released soon, Broomhead said.

Intransa welcomed Entrepia as an investor because of its team's knowledge of Asian markets, Broomhead said. Entrepia makes expansion-stage investments in technology companies and actively supports its portfolio companies in their expansion into Japan and other Asian markets, according to the company's Web site.

The San Jose-based company, founded in 2001 as a spin-out of 3Com Corp., has about 55 employees.



[www.intransa.com](http://www.intransa.com)



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