Who is CRYPTOCard?
Our Market Position
Why read this brochure?

The purpose of this document is to enable CRYPTOCard associates and partners to fully understand and articulate who CRYPTOCard is, what we do and where we stand in the market.

Authentication markets are changing rapidly. CRYPTOCard is winning in new segments due to its innovation in authentication platforms and methods, such as its SaaS based platform and token-less offerings. This document provides information on the different messages and propositions that are becoming necessary for the various audiences.

CRYPTOCard has over 2,000 enterprise customers globally and has climbed from being just one of many, to being placed in Gartner’s Top 7 players in the global authentication market. From partnering with the likes of Hewlett Packard and Capgemini to being selected as the authentication provider for PricewaterhouseCoopers, CRYPTOCard is continually driving and developing key technologies in the two-factor authentication market – particularly with the interest and adoption of token-less authentication and ‘cloud computing’. 
What is two factor authentication (2FA)?

Why companies want or need strong authentication:

- Compliance requirements around secure data handling
- Securing web-based business applications
- Securing applications for customers, e.g. B2C and G2C
- Securing access for mobile and remote workers, as well as third parties accessing networks
- Creating new efficiencies and reducing costs by reducing help-desk and administration time for IT departments
- Securing new access points, e.g. for cloud applications

With the risk of static passwords being hacked and user identities stolen being higher than ever, strong authentication is increasingly being implemented.

Two-factor authentication is a type of strong authentication which replaces static passwords in the user log-in experience. Constituting a PIN (something you know) and a token (something you have) to generate a One-Time Password (OTP), 2FA secures digital identities and minimises the risk of identity theft and fraud.
How it works

1. User logs onto access point using their token
2. Access point sends user’s authentication request to CRYPTOCard
3. CRYPTOCard validates user
4. User gets access to application/network
CRYPTOCARD Vision

CRYPTOCARD’s vision is to help organisations, customers, subscribers and users realise the dangers of static passwords and to reduce the risks through securing digital identities with strong authentication, by means of using hardware, token-less and embedded tokens.

CRYPTOCARD are changing the dynamics of authentication and championing identity security and secure access for both traditional SSL/VPNs and now cloud applications by:

- Making strong authentication affordable
- Reducing administration time and overheads
- Improving user experience by offering appropriate authentication methods

As governments invest in the prevention of cyber-crime, CRYPTOCard is involved in promoting how easy it is to hack a password and username and we continue to offer versatile solutions to solve this very real business issue.

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Brand Positioning

**Brand:** CRYPTOCard

**Tag Line:** Securing Digital Identities

**Company Position:** CRYPTOCard helps organisations of all sizes and types minimise the risk of identity theft and fraud. By using appropriate authentication to secure digital identities CRYPTOCard’s solutions enable employees, customers and partners to work and carry out their web-based business securely.

**Market Position:** CRYPTOCard’s customers seek to strike a balance between security and providing more access to more systems to more people at more locations. CRYPTOCard understands these needs and addresses these issues with the best technical and service based solutions and ensures security and business continuity - providing peace of mind.

**Competitive Positioning:** On average, CRYPTOCard authentication will be 50% less expensive than its competition. CRYPTOCard has broader, better and more innovative token technology such as hardware, software, phone, SMS and grid-based tokens. CRYPTOCard also boasts more automation options for user and token management and administration than any other platform. CRYPTOCard provides its own SaaS offering for authentication.
Boilerplate

CRYPTOCARD are experts in delivering strong authentication.

Boilerplate

CRYPTOCARD, the authentication authority, helps organisations mitigate the risk of identity theft by using appropriate authentication to secure digital identities. Headquartered in Canada and the UK, CRYPTOCard’s products are used by thousands of companies in more than 70 countries globally.

CRYPTOCARD’s award-winning authentication platform benefits its users by delivering an exceptionally low cost of ownership. The platform, available as a cloud based service or server based application, offers unrivalled automated provisioning to reduce management time by up to 90%, and an innovative and wide ranging mix of hardware, software, SMS, phone or grid based tokens to ensure that any business’s authentication framework strategy is fully covered.

Established in 1989 and with a proud heritage of technology and product leadership, CRYPTOCard’s flagship product, CRYPTO- MAS, is the world’s first enterprise cloud-based authentication platform, offering users the greatest management functionality and the widest and most innovative range of tokens available on any cloud based authentication service.

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Positioning Statement For Your Customers

**Target audience:** Those responsible for user security within an organisation

**Senior business decision makers:** IT Director, Head of IT Security, Head of Cloud

**Technical decision makers:** Network Manager, IT Manager, Infrastructure/ Security Architect, Manager for Remote Access & Authentication

**Proposition:** CRYPTOCard provides the ability to access networks and applications without compromising security by using appropriate authentication to secure digital identities. CRYPTOCard offers an innovative combination of hardware, software, SMS, phone or grid-based tokens to support organisations’ existing security policies and desired authentication frameworks.

**Value statement:** Help organisations reduce the risk of identity theft and fraud via appropriate authentication. Either as a server based application or cloud service which:

- Improves user experience through appropriate authentication methods
- Simplifies deployments by way of automating processes
- Reduces burdens on help-desks
- Provides the option to move authentication from a capital expenditure model to operational costs
- Provides easy to use management portals and real-time reporting as well as simple token and token-less management
CRYPTO-MAS

A CLOUD-BASED APPLICATION - CRYPTO-MAS is an innovative cloud-based authentication service designed specifically for organisations that want to benefit from applying the SaaS business model to authentication. CRYPTO-MAS boasts:

- No infrastructure requirement, therefore no hassle now, or in the future
- 99.999% SLAs
- Opex pricing models, no more Capex investments

CRYPTO-MAS provides the power and flexibility of an enterprise authentication server for any organisation from the Cloud.

BLACKSHIELD ID

A SERVER-BASED APPLICATION - BlackShield ID is an award-winning authentication solution delivering the lowest server-solution TCO in the industry due to low, all-in costs and by drastically reducing the time needed for user and token management and system administration. BlackShield ID boasts industry-leading functionality such as:

- Automated provisioning which enables administrators to deploy the solution en masse
- Sophisticated, yet simple real-time reporting
- Easy to use management and self-service portals

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Authentication Methods

CRYPTOCARD now boasts one of the most diverse authentication method portfolios, whether token-less or traditional hardware:

- SMS
- BlackBerry App
- Grids
- Hardware Tokens
- Java App for Phones
- iPhone App
- Embedded Software
- Software

[Images of authentication methods: SMS, Grids, Software, Hardware Tokens, BlackBerry App, iPhone App, Embedded Software]