

Authasas Advanced Authentication in conjunction with Microsoft Azure offers next generation, strong, reliable Multifactor Authentication to improve our customers' information for the Cloud and Enterprise.

Customer buying reasons

- Need to replace passwords by stronger authentication for security reasons
- Need to replace passwords by stronger authentication for compliance reasons
- Strategic demand for an authentication solution to cover any remote-, network-, and cloud-authentication requirement
- Personalize access and add strong authentication to group accounts
- Mix & match different authentication products in one integrated solution
- Escape from vendor lock-in such as expensive token solution vendors
- Improve cybersecurity; more than 80% of cybercrime is related to identity theft
- Strong authentication for VPN or 802.1x network access
- Requires re-authentication at execution or signing of transactions
- Federated authentication for web portals and web applications, even for non-claim aware sites, such as RDWeb, Citrixweb.

Value proposition

The value proposition of the AAA product is based on two unique design principles:

1. Support the Authentication maturity curve

We strive to support our customers in their journey along the stages of the authentication maturity curve,

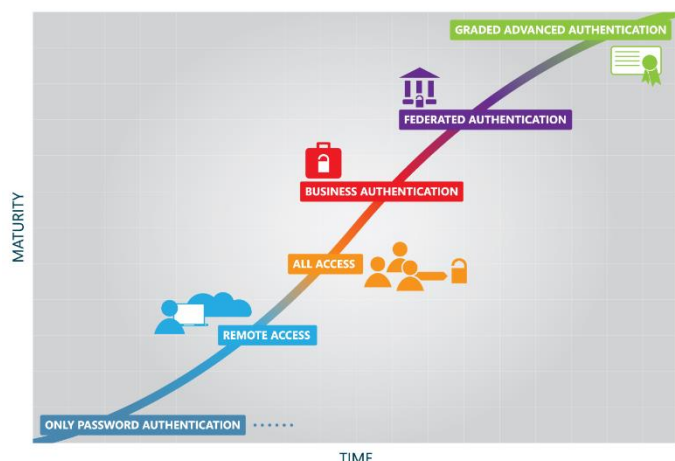
- starting with remote access requirements,
- then grow into the network access and (re-) authentication stage, and after that
- demand for cloud/federated authentication with sourcing partners.

AAA supports all these stages and offers an integrated solution for on-premises and cloud requirements (hybrid integration solution).

2. Build a future proof authentication ecosystem

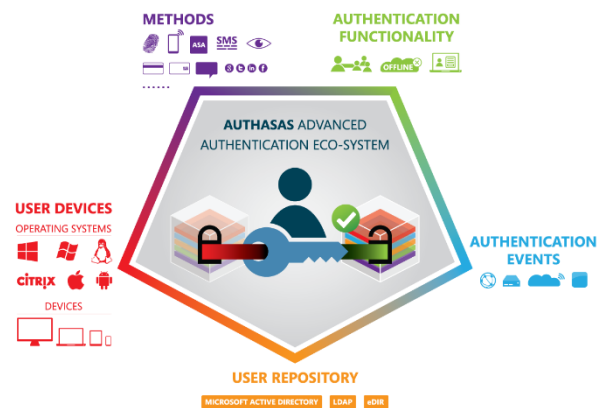
We strive to build a fully agnostic and open ecosystem for all authentication aspects. The aspects are:

- **all authentication methods**, like HW/SW-tokens, FIDO*, text/voice messaging, smart/PKI-cards, RFID/Mifare/NFC, biometrics, MFA, social login, Passwords/PIN, Q&A,



and more. AAA of course supports the native Authasas out-of-band app for smartphones (ASA).

- **all authentication events**, like access of user devices and networks, Windows login, access to business applications, integration with SSOs, execution/signing of transactions, federated access and more
- virtually **all user devices** like Windows 7/8/SE, Citrix/VMware/RDP, Linux, OSX*, Android*, browsers
- virtually **all user stores** like Microsoft AD/AD-LDS, eDIR, LDAP*, SQL-databases*, Samba
- specific **authentication policies/functionality**



The architecture and SDK-toolset enable fast integrations and extensions of the ecosystem.

Competition

The Authasas AAA proposition has many capabilities and supports both the full maturity curve and the ecosystem philosophy, but on specific aspects competitive offerings are in the market.

We distinguish three types of 'competitors':

- token providers like RSA, Vasco, Safenet, and SMS/text message solutions
- integrated authentication/SSO offerings like Imprivata, Evidian, and others
- cloud authentication solutions like Duo and Authy

1. Competition and the maturity curve:

Stage	Token vendors	Auth+SSO vendors	Cloud auth vendors	Azure & Authasas
1. Remote access/authentication	+			+
2. Network authentication		+		+
3. Cloud/federated authentication			+	+

If a customer has a well-defined network authentication requirement and no future demand for remote or cloud authentication you should compare AAA with Imprivata; same comparison approach for RSA and Duo. Our basic edition is well positioned for purely remote access requirements and can easily be upgraded later on.

Most Authasas prospects and customers have multiple requirements connected with the later maturity stages, but if a customer is in early stage today, over time their demands will grow certainly into requiring our hybrid solution.

AAA is the only solution to cover almost all authentication requirements in all stages.

2. Competition and the ecosystem

Aspect	Token vendors	Auth+SSO vendors	Cloud auth vendors	Azure & Authasas
1. methods				
HW-tokens	+		+	+
SW-tokens	+		+	+
Cards		+		+
Biometrics		+		+
MFA		+		+
Social login			+	+
KBA (passwords, PIN)	+	+	+	+
SDK				+
2. events				
Radius login (VPN)	+		+	+
Windows login		+		+
802.1x access		+		+
VDI login (Citrix)		+		+
SSO-integration		Only own SSO		Various, incl. NetIQ
Business application integration		+		+
Transaction signing				+
Federated access (SAML)			+	+
SDK				+
3. Devices				
Windows 7/8	+	+		+
Windows SE		+		+
Citrix, VMWare, RDP	+	+		+
Linux				+
OSX				*
Zero clients		+		*
Browsers	+	+	+	+
Android			+	*
SDK				+
4. Stores/directories				
MS Active Directory				+
Novell eDIR				+
Radius	+			+
LDAP	+	+	+	+
SQL				+
Samba 4				+
SDK				+
5. Policies/Functionality				
Authentication functionality	+/-	+	+/-	++

Again, if a customer has a well-defined and long-term robust set of requirements, only in rare cases may AAA-competition have an advantage.

So comparing the Authasas ecosystem with competitors shows AAA has the broadest and most extensive set available in the market.

The full set of AAA Authentication policies/functionality

- Multi authentication methods per user and in parallel
- Enforcing security through policy setting
- Privileged user management (PUM) & User delegation
- Cards enhanced with server-side PIN
- Tap & Go/Pin-caching (cards only)
- Disconnected login (offline) for laptops
- Random password generation
- Domain password expiration
- Separate enrollment module for HR or IT department
- Self-service web portal for users
- Full encryption of all storage and communication
- Scalable, resilient, and high availability
- Centralized authentication management
- Full logging, audit trail and reporting
- Well suited for remote, network, and federated access/authentication

AAA product portfolio

There are three versions of the AAA-framework, each dedicated for a specific market requirement but also all fully interoperable and exchangeable.

- **AAA Basic edition**
This well-priced AAA-suite is designed to cover all remote access requirements supporting HW/SW OTP tokens, incl. our Authasas out-of-band app, SMS/text messaging, voice/email messaging, Yubikey tokens, HID tokens, and more
- **AAA Enterprise edition**
This is the complete suite, covering all remote, network, and federation authentication requirements, offering the best authentication solution on the market today.
- **AAA Web edition**
An AAA suite, specially designed to cover the authentication requirements of cloud service providers, providing full federation support, even for non-claim aware web portals, the full browser based remote access suite and support of all popular cards and biometrics solutions