

Cloud Identity Provider SmartSignin is a Finalist for the 2012 Canadian Advanced Technology Alliance (CATAAlliance) 27th Annual Innovation and Leadership Awards

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Toronto, Canada ([PRWEB](#)) May 06, 2012 -- SmartSignin is a finalist for the 2012 CATAAlliance Cloud Computing Innovation Award, which will be presented at this year's CATAAlliance Innovation Awards Gala in Ottawa. The winner will be selected by a committee consisting of members of CATA's Board of Directors and industry experts. Voting by CATA members and subscribers through an on-line voting poll is also taken into consideration. Voting takes place later today, at <http://www.cata.ca>. Winners will be notified by May 8th.

Founder and CEO, Mayukh Gon expressed excitement at being nominated for this prestigious award. "This is great news for us and I would like to thank the CATAAlliance for recognizing the innovative nature of our offering and the importance of securing identity at a time when data security and privacy is breached on a daily basis. I think consumers deserve protection for their online identities, passwords, and most importantly their privacy. I wanted to give users a simple way to take charge of their own security and privacy. SmartSignin is the only Identity solution for consumers and enterprises that delivers convenience enhanced by robust security. Our cookie-less architecture, token free authentication, and patented Smart-Key algorithm developed in a Joint-venture with the University of Toronto, ensures no single point of weakness."

Last year the world witnessed the highest number of breaches ever across both government and enterprise sectors. There were also high profile breaches that compromised tens of millions of individuals' digital identities. According to 2011 Javelin trends research, targeted attacks against high-profile organizations as the FBI, CIA and Sony, have motivated consumers to improve their security practices. Today more than ever consumers need to secure their credentials and private information as they are at the mercy of the poor security measures in use at most websites.

SmartSignin was developed with a non-technical user in mind. Most solutions available in today's marketplace are designed for large enterprises. The few available to small businesses and individuals are expensive, insecure, need collaboration, and are far too complicated for ordinary users to comprehend. With the inevitable growth of cloud computing and the increase in security breaches, SmartSignin strives to provide a secure way for all web users, both enterprise and individual, to take charge of their own online identities in a simple way, while maintaining privacy, integrity and data security.

SmartSignin is currently in closed beta. Free access to the SmartSignin beta is available by invitation. Signup to be on the wait list at <http://tiny.cc/smartsignin>

About SmartSignin

SmartSignin is the Smart, Simple and the most Secure way for consumers and Enterprise users to take charge of their web ID's, passwords and privacy.

Identity is key to the operation and delivery of web and Cloud services. SmartSignin is a Simple and Smarter way to manage digital identity. Secured by the patented, algorithmic "Smart Key", developed in collaboration with the University of Toronto, SmartSignin authenticates users and provides control of access to all online



services, without the need of pre-integration or collaboration with 3 parties. An intuitive desktop provides Single Sign an access to added websites from any platform or device, behind or in front of a firewall. Installation takes just a few minutes. Some of the features for enterprises that wish to centrally manage their cloud/SaaS apps are: provisioning, user access control based on roles, automatic password resets, audits, and add/remove employees from both SmartSignin and Active Directory with just one click. The goal at SmartSignin is to provide customers with the most robust security technology together with ease-of-use and affordability. To watch an introduction video to SmartSignin please go to http://tiny.cc/ssi_vid

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Online Web 2.0 Version

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