

Cloud data control: it's with the customer

20 October 2013

Encryption and identity management is key



Cloud computing, as with many innovations, can be hugely important for SMBs with little or no computing and networking knowledge. The cloud has already created significant benefits, which apply across all business sectors. But it can also mean new headaches for decision-makers looking to avoid business risk. As one industry expert argues, businesses must be aware of the risks they face.

Mayukh Gon, CEO at PerfectCloud, which provides encryption and security for cloud data and mobile apps, believes cloud users are exposing themselves to new threats.

“The cloud is as vulnerable as anything else on the internet,” he says. “It presents big opportunities, but there are also risks. Firms going into the cloud could see some immediate benefits to grow their businesses without the need to invest in new infrastructure or an expensive technical team to maintain it.

“But, on the downside, cloud users are putting their security and privacy at risk, as they are placing their business data in the hands of an external entity.”

His company, PerfectCloud, offers a platform consisting of “SmartSignin” (a single sign-on, identity and access management solution) along with “SmartEncrypt” (an enterprise file-encryption and secure-sharing application), that together can help organisations meet requirements for a secure cloud as well as a secure mobile workforce.

Its patent-pending SmartKey encryption, developed in a joint-venture with GANITA Labs at the University of Toronto, facilitates a new class of security and trust for the cloud.

Gon says: “Our solution is based on a very innovative architecture that allows us to simultaneously provide a high level of security as well as privacy. Our key management sets us apart from other cloud providers who can access their customers’ keys and data.

“With PerfectCloud, no one but you can access your keys and data. We provide our customers with complete control over their data. And, we do this in a secure, simple plug and play environment.”

020 3239 1746

contact@perfectcloud.io