

Say Goodbye to Multiple Usernames & Passwords, Login Everywhere In A Single Click With SmartSignin

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In today's mobile world, most companies or professional access various enterprise and cloud platforms or applications in their field of work. One major security concern or problem faced by most of them are managing secure passwords for these multiple platforms. To add to this, most of these applications come with their own individual sign-in process and managing these multiple sign-ins has become a problematic and tedious affair. Also single-factor (username/password) authentication is getting unsafe day by day until and unless you manage to remember and maintain complex password for every login.

With reports of online identity theft and password hacking on the rise having secure access over the internet is priority for everyone. An easy but foolish way people use to circumvent this problem is by using insecure passwords, which in turn compromises security and access to secure information. A solution to this problem are Single Sign-On (SSO) solutions.

SmartSignin, a Toronto based company, provides one such cloud based SSO, Identity & Access Management solution with two-factor authentication. The service, launched in January, can perform one-click logins to all your websites and applications from a single secure portal. The company has its development center in New Delhi and a R&D wing at Ganita Labs, University of Toronto.

The SmartSignin Smart-Key (patent pending) algorithm will provide you with strong security by making sure that no one has access to your key. As the encryption and decryption is performed on your device, your usernames and passwords to access sensitive and private data are not stored anywhere that can be stolen. The service also ensures that there is no single point-of-failure in the application.

An easy to use dashboard gives access to unlimited web-apps, with no collaboration required for 3rd party and implementation is quick. The IAM (Identity and Access Management) Suite also offers customers an one-time SMS password, knowledge-based authentication (KBA, verification of previously submitted user information), along with the the companies Smart-Key authentication method making the 2 step authentication process very secure. The service can communicate with popular applications like Google Apps, SalesForce, and many others which are very common across today's industry.

With the increase in bring your own device (BYOD) policy among companies, many employees are choosing to bring their personal devices for work. In such cases the platform also acts as a secure portal for

mobile access from these devices. If an employee wants to access company resources from any device, they must authenticate through SmartSignin normally. Once connected, your company's policies can dictate how things go from there.

Organizations with multiple departments need to provide different levels of access to applications to their employees. In such situation, SmartSignin allows you to sync users and map their permissions across many popular applications. Simply create a user and assign the user to a group. The employee will get access to all the necessary applications. They won't have to remember any credentials, they can get access just by clicking an icon, like on the desktop.

The company currently has over 7000 professional users, more than 16 small and medium businesses and 7 enterprise customers registered.

Some of its main competitors include [Okta](#), [Symplified](#), [OneLogin](#) and [Ping Identity](#). But the company claims that their platform is more secure than the competition as

- Their competitors use server side encryption and store all client data to enable their SSO/Authentication/Authorization/Audit to work for their clients. Instead SmartSignin does not store anything that is not encrypted. The encryption they perform happens on the user side and the keys never leave the user's device.
- SmartSignin also uses a cookie-less and token-less architecture thereby maintaining complete privacy.

The company has [4 pricing plans](#) that include Enterprise, Business, Professional and a Free account that supports only 4 apps.