

PurLINK®

Deliver Trusted and Secure Access to Online Systems

WHY DEPLOY PURLINK?

- Eliminate threats from phishing and pharming attacks
- Thwart the proliferation of fraud and account vulnerabilities
- Protect against malicious threats, attacks, and site hijacking
- Accelerate deployment of personalized content, applications and processes
- Increase brand recognition with improved user experience
- Improve operational efficiency by enabling self-management



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PurLINK® is a service that enables organizations to deliver to their workforce or customers a trusted and secure way of connecting and accessing online systems, portals and applications.

KEEPING INDIVIDUALS AND SYSTEMS SECURE

Users are demanding - and expecting - sophisticated, highly secure web solutions. They are concerned about credit card fraud, identity theft, sharing personal information, and spyware. Unfortunately, today's common, browser-based authentication systems have been proven to be full of security holes.

In 2006 it was reported that identity theft had a one-year cost of almost \$53 billion. More specifically, business victims experienced a total loss of \$47.5 billion or an average of \$4,800 per business victim per year. Individual victims account for a total loss of \$5 billion and \$500 per victim annually.

Between individual and business identity theft victims, an average of 30 - 60 hours per victim was spent on handling various matters related to identity theft including new accounts, existing account and other frauds.

Whether you're building an e-commerce solution for customers, developing a highly sensitive web application for employees or deploying a business intelligence and collaboration platform across your organization, it is imperative that both the user and the organization can access your web solutions with the confidence that their personal and enterprise information will remain secure.

DELIVER TRUSTED AND SECURE ACCESS

PurLINK is a highly secure, two-factor authentication solution that mitigates malicious threats and delivers the ultimate level of assurance. It provides unprecedented, high-assurance entitlement and access controls to an organization's online presence.

Organizations employing PurLINK design their online systems to only connect to customer requests that are authorized by the PurLINK service. With PurLINK, organizations can confidently identify users requesting web access and subsequently determine which users are authorized to access which content. Users simply insert Route1 MobiKEY®, an identity validation device, into any Window's-based computer with Internet access and they instantly establish a secure connection to access an organization's web solution. This authentication procedure allows organizations to deliver to their customers and personnel a trusted, secure solution that mitigates unauthorized access, fraud, identity theft, and e-commerce attacks.

PurLINK leverages Route1 MobiNET®, a service-delivery platform that manages the identities of users and digital resources in order to authorize and facilitate secure connections between known and unknown endpoints. MobiNET combines the strength of a Public Key Infrastructure (PKI) solution with the trust and flexibility of two-factor authentication. MobiNET provides an end-to-end solution that allows entitled users to securely interact with digital resources in a simple, cost-effective and trusted manner.

For additional information please contact
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