

Entrust
TruePass



Entrust
Securing Digital Identities
& Information

Entrust TruePass™ for Enhanced Web Security

Internet Makes E-commerce A Possibility

Powerful benefits result from enabling employees, customers, citizens, and business partners to access more and higher value, higher sensitivity information and services via centralized Web portals. These include the strengthening of relationships, reducing costs, creating new revenue sources, accelerating business processes, creating competitive advantages and complying with regulations. However, unless properly protected, the transactions that get channeled through a Web portal can be accessed, intercepted, or tampered with by unauthorized people with potentially significant negative impacts. These negative effects can include loss of data, a weakening of relationships with both customers and partners, and damage to an organization's reputation if the transactions are not adequately safeguarded. Therefore, it is imperative that high value web portals are protected with enhanced security.

Secure Web Portals Help to Make Strategic Gains a Reality

This is precisely why organizations that want to maximize the volume and value of business conducted on the Web, look to the Entrust TruePass Web portal security solution. Using Entrust TruePass allows organizations ways to take advantage of Web business applications, while protecting these valuable and sensitive applications.

Entrust TruePass™, a core component of the Entrust Secure Web Portal solution, enables enhanced identification, verification and privacy for Web transactions. Entrust TruePass provides:

Enhanced identification: Entrust TruePass uses digital IDs, with support for multiple methods of authentication including smartcards and tokens, to uniquely identify users so that people know for certain who they are doing business with online.

Transaction accountability: Entrust TruePass enables digital signatures - providing verifiable records of transactions and the ability to deliver add-on services such as digital receipts.

Enhanced identification: Entrust TruePass uses digital IDs to uniquely identify users so that people know for certain who they are doing business with online.

Privacy protection: Entrust TruePass helps to prevent accidental exposure or theft of valuable or sensitive user information by protecting data beyond the Web server.

Ease of use: The privacy and security features of Entrust TruePass are transparent to Web site visitors. Client software installation is not required, users do not have to manage their digital IDs, security dialogs are not presented for roaming users, and users can access secure Web-based services from any computer, anywhere.

Ease of management: Entrust provides automated security management of digital IDs, user self-enrollment and automated password resets. This significantly reduces the ongoing administration and management costs associated with most other Web security solutions.

Ease of deployment: Entrust TruePass does not require any software deployment to users' desktops and all security features and upgrades are centrally managed at the Web site. Entrust TruePass supports Microsoft® Windows™ and Apple® Macintosh™ Web browsers so organizations can reach a broad audience with minimal cost. The solution can be deployed in house or outsourced to PricewaterhouseCoopers beTRUSTED managed security service.

How Does Entrust TruePass Enhance Web Portal Security?

Enhanced identification: Entrust TruePass uses digital IDs to uniquely identify users so that people can have confidence that they know who they are doing business with online. Entrust TruePass digital IDs are certificate-based and can be used with additional authentication methods, including smart cards and local PC storage, for organizations with specific security requirements. Challenge-response questions about personal information, tokens, and SMS messaging via GSM phones can all be used with Entrust TruePass to add additional layers of identification and authentication requirements.

Privacy: Entrust TruePass addresses the vulnerability of Web transactions by delivering transparent end-to-end encryption of information submitted over the Web. As information travels from a Web browser to the Web server, it is in fact doubly encrypted - once by SSL (inherent to browsers), and once by Entrust TruePass. Entrust TruePass also maintains the privacy of users' data until it reaches the final destination in back-end applications for processing and storage.

Verification: Entrust TruePass allows users to digitally sign the entire content and context of a transaction (unlike competitive offerings that only digitally sign user submitted data) to reduce the risk of a party disputing its involvement. Entrust TruePass uniquely provides this enhanced capability through a small downloaded Java applet (>100k). This means users can complete verifiable transactions, with their own digital IDs, from any computer-without having to install any software.

More Information

For more information on how Entrust TruePass can deliver the services needed to take Web business initiatives to the next level, contact the Entrust representative in your area or call: 888-690-2424.

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About Entrust

Entrust, Inc. [Nasdaq: ENTU] is a world leader in securing digital identities and information, enabling businesses and governments to transform the way they conduct online transactions and manage relationships with customers, partners and employees. Entrust's solutions promote a proactive approach to security that provides accountability and privacy to online transactions and information. Over 1,200 enterprises and government agencies in more than 50 countries use Entrust's portfolio of security software solutions that integrate into the broad range of applications organizations use today to leverage the Internet and enterprise networks. For more information, please visit <http://www.entrust.com>.