

ANAKAM ANNOUNCES ANAKAM.TFA™ SOLUTION PACKS FOR SAAS PROVIDERS

Anakam.TFA™ Solution Packs For SaaS Providers have been created to address the unique business models introduced by the growing market of Software-as-a-Service (SaaS) providers.

San Diego, CA October 15, 2007 – Anakam, the first vendor in the Identity Management market to introduce affordable, scalable two-factor authentication for software targeted at the masses, has introduced a suite of software, service and support packages priced to map to the unique business models introduced by the growing market of Software-as-a-Service (SaaS) providers.

SaaS applications providers recognize that the need to implement cost-effective, mass scale two-factor authentication is critical to protect the integrity of both the system by eliminating unauthorized access and the revenue streams by eliminating the ability of users to share usernames and passwords with non-paying users. The challenge is to provide an affordable solution that gives users a high-degree of confidence and delivers providers the tools they need to prevent the unauthorized distribution of user names and passwords, all at cost that does not distort the SaaS business model.

“More than ever before, the challenge for all Internet accessible applications is the implementation of user authentication without the dissemination of high-cost tokens, fobs, or software downloads” said Allan Camaisa, Anakam President and CEO, “this is particularly important for SaaS providers who have the added issue of dealing with the unauthorized dissemination of user names and passwords, which essentially reduces a providers market and revenues.”

Anakam.TFA™ addresses both of these challenges by delivering true multi-channel two-factor authentication through the use of devices your users already have, such as cell phones, pagers, home phones, web connected computers and office phones. “After working with a number SaaS providers, we quickly recognized that we had to establish unique programs that map our service and product offerings to the business model of this growing market”, stated Scott Leftwich, Anakam COO. “We have introduced a pricing model that allows SaaS providers to quickly adopt, implement and begin benefiting from *Anakam.TFA™*”.

The new software, service and support packages are now available for SaaS providers whose revenues are derived from the sale of user subscriptions to hosted applications. The pricing model, which aligns closely to that of SaaS providers, will help address the two major authentication issues impacting the revenues of SaaS providers. Much like the benefits of SaaS based solutions that provide a low cost of entry, *Anakam.TFA™* Solution Packs For SaaS Providers introduces strong authentication at a fraction of the cost.



Anakam Inc.
1010 North Glebe Rd.
Arlington, VA 22201
(703) 888-4603

For more information on Anakam and *Anakam.TFA*TM please visit the Anakam website (www.anakam.com) or contact Joe Taylor at (703) 888-4360.

About Anakam

Anakam enables strong authentication and identity management at a fraction of the cost of traditional solutions, without encumbering your customers, partners and employees with cards, tokens, or fobs. The Anakam Identity SuiteTM is unique in the industry, providing end-to-end capabilities that allow you to enable secure business to the masses. The suite includes two-factor authentication, remote identity proofing, professional credentialing, and data protection.

Press Contact:

Joe Taylor
1010 North Glebe Rd.
Arlington, VA 22201
(703) 888-4630