CloudEntr by Gemalto: Gemalto launches Identity-as-a-Service solution for businesses to make the most of cloud migration

Gemalto's new Identity-as-a-Service offer, **CloudEntr**, enables cost-effective and speedy deployment of advanced web-based strong authentication for businesses looking to manage employees' access identities.

CloudEntr's scalability and frictionless technology
offers companies a self-serve approach that easily interfaces with existing IT systems.

CloudEntr introduces users to an optimal balance of convenience and security while being universally compatible with mobile technology for anytime, anywhere access to web-based applications.

Amsterdam, December 5, 2013 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, introduces **CloudEntr**, the new service aimed at helping enterprises manage user identities while enabling secure single-sign-on (SSO) access to web-based applications.

CloudEntr allows users to gain convenient access to all their web-based applications by authenticating just once with a unique log-in credential. With CloudEntr businesses are also able to smoothly transition from weak user-selected passwords to stronger protection, through complex passwords that don't need to be remembered or two-factor authentication capabilities, including mobile one-time-passwords (OTP). CloudEntr is available immediately for free trial at http://cloudentr.com/ or for more information, view the video.

With a potential of 330 million[1] professional users in the US and Europe alone, Gemalto's new Identity-as-a-Service (IDaaS) offer enables cost-effective and speedy deployment of advanced web-based strong authentication for businesses looking to manage employees' access identities. CloudEntr's scalability and frictionless technology offers companies a self-serve approach that easily interfaces with existing IT systems. CloudEntr introduces users to an optimal balance of convenience and security while being universally compatible with mobile technology for anytime, anywhere access to web-based applications.

Any business user of any business size can benefit from adopting a cloud-based solution like CloudEntr, whether an IT manager or an employee seeking to increase the level of protection when accessing online services. Gemalto's solution allows IT managers to reduce time spent and gain visibility on account provisioning, enforcing password policy and better handling overall password related support services. CloudEntr provides an easy way to assign or remove employee access to business applications that saves significant time and enhances business continuity when organizational or workflow changes take place.

"*CloudEntr enables businesses to better manage how employees are accessing web-based business applications for a more efficient IT management, as well as offering users a multi-channel and convenient way to benefit from password best-practices,*" said François Lasnier, Senior Vice President of Identity and Access. "*This new IDaaS offer from Gemalto capitalizes on more than 30 years of experience in digital security, and our long-standing history of enabling trusted services for enterprises and governments.*"

[1] *Gemalto estimation*

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security with 2012 annual revenues of €2.2 billion and more than 10,000 employees operating out of 83 offices and 13 Research & Development centers, located in 43 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable machine-to-machine (M2M) applications. We develop secure embedded software and secure products which we design and personalize. Our platforms and services manage these products, the confidential data they contain and the trusted end-user services made possible.

Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals. Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

For more information visit www.gemalto.com, www.justaskgemalto.com, blog.gemalto.com, or follow @gemalto on Twitter.

Gemalto Media Contacts:

Peggy Edoire	Nicole Smith
Europe, Middle East & Africa	North America
+33 4 42 36 45 40	+1 512 758 8921
peggy.edoire@gemalto.com	nicole.smith@gemalto.com
Pierre Lelievre	Ernesto Haikewitsch
Asia Pacific	Latin America
+65 6317 3802	+55 11 5105 9220
pierre.lelievre@gemalto.com	ernesto.haikewitsch@gemalto.com