



## Gemalto powers secure access for SFR's "OTP cloud" services

**Amsterdam, April 29, 2014** – SFR Business Team, a leading French cloud service provider, and Gemalto (Euronext NL0000400653), the world leader in digital security, announce the new SFR "OTP<sup>1</sup> Cloud" offer dedicated to business customers in Security as a Service mode, integrating [Gemalto's Protiva Cloud Confirm software](#). *Protiva Cloud Confirm* transforms existing smartphone fleets into mobile authentication devices, ensuring convenience combined with outstanding levels of data protection. The new joint solution delivers seamless and secure access to customer applications hosted in SFR's cloud, as well as secure remote access to corporate Virtual Private Networks.

Trust is key to the successful deployment of cloud-based services; therefore SFR has entered into a long-term partnership with Gemalto in order to build a bond of trust with its enterprise and government customers. SFR selected Gemalto, ideally positioned as a leader by [Gartner in its 2013 Magic Quadrant](#), for its cloud readiness.

The packaged offer includes a unique "all-in-one" service, combining a smartphone app already available on every Application Stores, an SMS OTP feature and a multi-tenant, authentication "server as a service". End users simply access their cloud-based applications by entering their username on their SFR login page, along with a one-time password generated directly by the smartphone app or via SMS OTP. Gemalto's *Protiva Cloud Confirm* eliminates the need for helpdesk calls related to password resets or additional device loss which can represent a substantial overall cost saving for the enterprise. The solution requires no additional device investment or infrastructure deployment on the customer's site.

*"Cloud services offer an opportunity for SFR to add value to existing business relationships, as well as attract new customers,"* said Jean-Frédéric Karcher, Head of Security Marketing for SFR Business Team. *"Latest security standards, data sovereignty<sup>2</sup> and utmost simplicity are key requirements for enterprise customers. With the Gemalto solution in place to leverage the smartphone we have a significant differentiator that establishes the highest level of trust in our new service."*

*"Gemalto's position in the 'Leader' part of Gartner's Magic Quadrant for User Authentication recognizes our company expertise in providing end-to-end solutions, which will benefit SFR and their customers alike,"* added Marc Hudavert, Senior Vice President of Identity and Access at Gemalto. *"Protiva is based on open standards, so it is flexible and future proof, enabling SFR to adapt to current and future business requirements."*

<sup>1</sup> A one-time password (OTP) is an automatically generated number or character string that authenticates the user for only one single transaction or session

<sup>2</sup> Data sovereignty is a concept which states that information which is stored in [digital](#) form is subject to the laws of the country in which the storage is located.

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2013 annual revenues of €2.4 billion and more than 12,000 employees operating out of 85 offices and 25 research and software development centers, located in 44 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](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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