



Avoco Identity Becomes Federated Hub for Online Re-usable Identity

London, UK — 2 July 2013 — Avoco Identity(www.avocoidentity.com)

Avoco Identity now supports a multitude of federated login systems. In effect, this makes the Avoco identity assurance platform an identity hub for federated login.

Avoco Identity *empowers* service providers with scalable, verified, *identity assurance*, thus *enabling* government, business and consumer Cloud services. The Avoco Identity iSAML platform is designed to allow easy plug-in support for any type of federated login API. This includes Amazon, PayPal, Facebook Connect, LinkedIn, Twitter, Microsoft Account, etc. The use of this type of login credential means that users of the iSAML platform can more easily create a re-usable and verified online identity. This new advance in ease of use and transferability of credentials across the integrated web, means that government and commerce alike, can offer their users a more attractive system, which recognises their normal online behaviour.

Jim Conning, former MD of Experian's UK Identity and Fraud division said, "Federated social login is yet another user friendly technology component that Avoco Identity supports which is essential for the successful delivery of online government and commercial services globally".

Susan Morrow, Head of Research and Development at Avoco Identity, commented, "The design of a usable, yet secure online identity platform depends on several factors in the extended identity ecosystem. One of these is to give the user a comfortable experience based on their normal online usage patterns. The suite of federated login systems available to users today is a natural fit with a verified identity and encourages users to register for and stay with, the identity service. Avoco's verified Identity platform is based on standards and uses a plug in architecture and can be very easily extended to add any type of credential or verification service."

About Avoco Identity

Based in the UK, Avoco Identity builds and implements cloud-based platforms for public and private sector organisations around the world, enabling them to provide their stakeholders with verified user centric identities that can be used to access online services. Avoco's state-of-the-art solutions drive down the cost of providing identity and verification services and enable organisations to build strong customer and citizen relationships. Its products are built-in to national online government services, to combine ease-of-use with strong identification, security and privacy.

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