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Equifax Announces More than Half Million Customers on First Cloud-Based Identity Authentication with Anytime, Anywhere Access

— Anakam On-Demand Identity Now Protecting Millions of Records —

— Free July 20 Webinar to Offer Information about Cloud-Based User Identity Solutions for Business —

ATLANTA, July 15, 2011 /PRNewswire/ -- Equifax has reached the half million user mark for their cost saving cloud-based identity and strong authentication service, [Anakam.ODI On-Demand Identity](#).

(Logo: <https://photos.prnewswire.com/prnh/20060224/CLF037LOGO>)

Being used to protect millions of data records on leading business-to-business portals with more than a half million customers, [Anakam.ODI On-Demand Identity](#) helps businesses enhance the security and compliance of the data behind their customer portals. [Anakam.ODI On-Demand Identity](#) lets an enterprise grant secure access to users outside the organization with easy-to-use, remote, on-demand identity validation. This ensures that only trusted users gain access to sensitive data.

"Today's mobile workforce expects on-demand access in order to maximize its productivity. The ability to balance security with convenience is more critical than ever, and a layered technology approach such as that provided by Anakam is the only way to achieve this," said Julie Conroy McNelley, a senior analyst for the Aite Group, a leading independent research and advisory firm focused on business, technology and regulatory issues and their impact on the financial services industry.

Anakam.ODI On-Demand Identity Features & Benefits

- Businesses No Longer Need to Maintain Face-to-Face Identity Verification for Users or Cumbersome Token-Based Authentication Systems. This streamlines business processes and allows them to concentrate resources on core mission rather than struggling to manage external access to sensitive data and systems.
- Cloud-based system provides identity verification, identity proofing, credentialing, and two-factor authentication with strong authentication
- NIST Level 3 Compliant Authentication Platform includes hard or soft OATH tokens, SMS messaging, Interactive Voice Response (IVR), and voice biometrics
- Progressive Authentication offers multiple solutions for any customer base, be it retail, citizen, or patient-facing through a single platform and can use different vectors based on the risk level of the transaction

- Anytime,Anywhere Log-on improves productivity by allowing users secure and convenient access
- Streamlines Identity Access Management (IAM)policy implementation, security, and management to reduce operating costs
- Simple Provisioningallows near instant access – enabling an enterprise to provide secure information access to remote employees, partners, and clients

Equifax's Anakam Identity Services is offering a complimentary Webinar on July 20. Please click [here](#) to register to learn more about cloud-based authentication solutions.

For more information about all of Equifax's identity solutions for business, healthcare, and government please visit www.anakam.com.

About Equifax

Equifax is a global leader in consumer and commercial information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates in four continents and 15 countries, is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange under the symbol EFX. For more information, please visit www.equifax.com.

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