

May 23, 2012



# **CORRECTING and REPLACING Intel Introduces Cloud-Based Identity Solution for Salesforce and Other Cloud Applications**

**Intel® Cloud SSO Delivered on [Force.com](https://force.com) Platform and Aligned with McAfee Helps Enables Secure, Convenient Access to Popular Online Apps**

## **NEWS HIGHLIGHTS**

- Identity and Access Management-as-a-Service offering delivered by leading security and cloud platform vendors Intel, McAfee\* and salesforce.com\*.
- Salesforce credentials deliver single sign-on to all [Force.com](https://force.com) applications and thousands of cloud apps.
- Protect users and ensure compliance with context-aware strong authentication based on network, mobile, or time based parameters.
- Multi-tenant offering deployed on [Force.com](https://force.com); available immediately via salesforce.com's AppExchange and Intel.

SANTA CLARA, Calif.--(BUSINESS WIRE)-- The fourth bullet in the subheadline should read: Multi-tenant offering deployed on [Force.com](https://force.com); available immediately via salesforce.com's AppExchange and Intel (sted, Multi-tenant offering deployed on [Force.com](https://force.com); beta available immediately via salesforce.com's AppExchange and Intel.)

The release reads:

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[Intel® Cloud SSO](https://intel.com), a cloud-based Identity and Access Management-as-a-Service (IAMaaS) is now delivered on [Force.com](https://force.com)\*, salesforce.com's social enterprise platform, Intel Corporation announced today.

The solution will help enterprise users utilize their [Salesforce](https://salesforce.com) credentials to access popular cloud applications. Single sign-on (SSO) from [Force.com](https://force.com) provides seamless access to applications, such as [Box.com](https://box.com) Cisco\* WebEx\*, Google\* Apps and Salesforce, improving end-user convenience and increasing security, while reducing the number of passwords required. Enterprises can rely on Intel Cloud SSO to deliver identity and access management functions in the cloud; provision, synchronize and de-provision access to thousands of cloud applications; address security concerns with 2-factor mobile-based strong authentication; and deliver comprehensive reporting and auditing features to comply with regulatory requirements.

"Today, outsourcing identity and security as a service is a viable, fully functional and economical option for companies of all sizes," said Girish Juneja, director, Intel Application Security and Identity Products. "The prospect of removing security complexity and relieving the burden of providing connectivity to an ever-increasing list of SaaS apps just makes business sense. Small companies will be able to dramatically increase security over custom in-house solutions and larger enterprises can quickly supplement on-premise identity infrastructure to secure remote, mobile or M&A-acquired user populations With Intel Cloud SSO's support for [federated SSO standards](#), a company can maintain full control and gain confidence that the solution is delivered via a proven cloud platform with [Force.com](https://force.com)."

Intel and [salesforce.com](https://salesforce.com) are joining forces to deliver this multi-tenant service offering on [Force.com](https://force.com). Initial capabilities include cloud SSO, convenient strong 2-factor authentication using one-time password (OTP) delivered via mobile devices (including Apple\* iPhone/iPad, Android\* devices or RIM\* Blackberry), user account provisioning/de-provisioning, as well as an application portal providing secure access to a catalog of authorized cloud applications. Administrators can manage and monitor user's cloud access, and collect activity data for auditing and regulatory compliance from a centrally hosted management console. The application supports user authentication and account synchronization with on-premise enterprise identity repositories, such as Active Directory\* or any LDAP-enabled directory, via a lightweight Identity Bridge that is available for download by an administrator. Support for industry standards, such as Security Assertion Markup Language (SAML), OpenID, Simple Cloud Identity Management (SCIM), offer assurance that the application will keep pace as the market matures.

"Social enterprises are changing the way they collaborate, communicate and share information in the cloud," said Ron Huddleston, senior vice president, ISV and Channel at salesforce.com. "Intel Cloud SSO provides customers strong authentication from mobile devices and other platforms to help customers achieve heightened security while taking advantage of the social, mobile and trusted capabilities expected from the [salesforce.com](https://salesforce.com) ecosystem."

In addition, Box, a leading cloud-based collaboration and file-sharing company, has joined with Intel to offer a free Enterprise trial account to users who sign up for Intel Cloud SSO.

Intel Cloud SSO is part of a broader cloud security play from Intel and McAfee to provide an intervening, policy-driven layer among users, application services, and device endpoints – all centered around a model of identity-aware security. The [McAfee Cloud Security Platform](#) launched last year provides on-premise, or “as-a-service,” technology enablement solutions to simplify or broker consumption of cloud services for the enterprise or cloud service providers. Intel Cloud SSO will be the first identity as a service offering to be certified as having enterprise-class security controls by the [Cloud Security Alliance’s STAR](#) (Security Trust and Assurance Registry) initiative.

The trial version of Intel Cloud SSO is available immediately at [www.intelcloudsso.com](http://www.intelcloudsso.com), or on salesforce.com’s AppExchange, the app marketplace for the social enterprise, at <http://appexchange.salesforce.com>. For more information, visit [www.intel.com/go/identity](http://www.intel.com/go/identity). For more on the McAfee Cloud Security Platform, visit [www.mcafee.com/cloud](http://www.mcafee.com/cloud).

## **About Intel**

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

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