

May 4, 2011



Equifax Joins Juniper Networks' Technology Alliance Program

Equifax's Anakam Identity Suite® and Juniper Networks® SA Series SSL VPN Provide Cost-effective, Large-Scale Authentication

Compliant with Government and Healthcare Standards

ATLANTA, May 4, 2011 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced that Juniper Networks has certified its Anakam Identity Services solutions for strong authentication on Juniper VPNs and that it has become part of Juniper's Technology Alliance Program. Anakam software solutions give companies and government agencies the power to configure authentication policy based on level of risk, individual business unit use cases, and compliance requirements.

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

Two-factor authentication drastically reduces the incidence of online identity theft and other online fraud, often replacing passwords only to provide users with secure access to information. The critical need for added security is reflected in numerous standards, including OMB and HIPAA requirements, which mandate multi-factor authentication to protect security and privacy. Despite these benefits, implementations of multi-factor authentication solutions often encounter resistance from end users who struggle with the time and complexity these processes require.

"We are excited to extend the trusted Juniper SSL VPN solution to additional user communities with the Anakam Identity Suite," said Rich Campagna, director of product management, Pulse Business Unit at Juniper Networks. "The ability to meet increasing demands for stronger, simpler, and more cost-effective authentication solutions will be critical in important markets like healthcare and government."

The solution leverages Juniper's VPN solutions and the Anakam Identity Services [tokenless secure authentication](#) and [identity proofing](#) capabilities to give businesses the confidence to expand access to data and internal network resources through their VPNs – whether employees, business partners, patients, citizen groups, or consumers. Anakam's software solutions are in widespread use by security conscious healthcare and government customers because they strengthen end-user authentication and allow for more robust application delivery.

Through Anakam's fully integrated platform of user authentication and identity proofing, enterprise customers can now extend VPN applications outside the existing enterprise boundaries and deliver new services to remote users. Enterprises will be able to vary the complexity and strength of the VPN authentication for end-users based on their role and permissions within the enterprise. Using the progressive validation/verification capabilities of

Anakam Identity Services, an organization can specify risk-based authentication decisions – from federal government compliant two-factor authentication for fully remote users to low overhead solutions for users in secure locations.

About Equifax

[Equifax Inc.](#) (NYSE: EFX) empowers businesses and consumers with information they can trust. A global leader in information solutions, we leverage one of the largest sources of consumer and commercial data, along with advanced analytics and proprietary technology, to create customized insights that enrich both the performance of businesses and the lives of consumers.

With a strong heritage of innovation and leadership, Equifax continuously delivers innovative solutions with the highest integrity and reliability. Businesses – large and small – rely on us for consumer and business credit intelligence, portfolio management, fraud detection, decisioning technology, marketing tools, and much more. We empower individual consumers to manage their personal credit information, protect their identity, and maximize their financial well-being.

Headquartered in Atlanta, Georgia, Equifax Inc. operates in the U.S. and 15 other countries throughout North America, Latin America, Europe and Asia. Equifax is a member of Standard & Poor's (S&P) 500® Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX. For more information about Equifax Anakam Identity Services, visit www.anakam.com or call 888.826.2526.

SOURCE Equifax