

January 25, 2012



Equifax Debuts in the 2012 Gartner Magic Quadrant for User Authentication

Solutions Feature Strong Authentication and Identity Management for Federal Government Customers

ATLANTA, Jan. 25, 2012 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) announced today that it is included in the Gartner Group's 2012 Magic Quadrant for its unique and innovative user authentication solution.

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

According to Gartner, "Equifax, a wide-focus authentication vendor with a market focus on healthcare and government, is used by more than 100 million end users and clearly articulated a good vertical industry strategy and demonstrated its overall viability."

Equifax's multifactor authentication offering -- Anakam.TFA® Two Factor Authentication -- covers all available authentication methods in a single integrated platform. It leverages a host of devices or technologies readily available to users, including SMS to a cell phone, interactive voice response to a landline or cell, voice biometrics, and OATH tokens to enable flexible multifactor authentication. Multiple authentication vectors ensure high-level security with user-required flexibility and usability.

"Anakam Identity Services focuses on the government's need to protect private information and provide a mechanism to establish trust within secure information sharing environments," said Rajib Roy, President of the Equifax Technology and Analytical Services division which sells Anakam Identity Services. "Unlike many other industries that manage risk in information protection, in the government, once compromised, privacy or security cannot be re-established and protection must be established from the top down."

The need for federal agencies to share information among diverse groups of internal and external users has accelerated the move to online, real-time applications and cloud-based computing. With more remote users, more incidents of data breaches, and more demands for data access, agencies and enterprise companies are seeking stronger methods to verify the identities of those requesting access to sensitive data.

Gartner predicts that by 2017 more than 50% of enterprises will choose cloud-based services like Anakam Identity Services as the delivery option for new or refreshed user authentication implementations, up from less than 10% today. Equifax has unmatched insight gained through the successful implementation of cloud-based and on-premise identity and authentication systems for federal agencies and some of the world's largest financial institutions and healthcare entities.

In addition to multifactor authentication, Anakam Identity Services offers a comprehensive set of tools for driving the entire identity management process. It includes remote, secure

identity proofing to enable seamless registration without the need for a face-to-face interaction. Equifax expertise is derived from over a hundred years in business and from managing over 500 million consumer identities for commercial and government clients.

To learn more about Anakam Identity Services, visit Equifax at booth 222 at the RSA Security Conference in San Francisco February 27-March 2.

About Equifax

Equifax is a global leader in consumer, commercial and workforce 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 or has investments in 17 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. For more information, please visit www.equifax.com.

For more information about Anakam Identity Services, please visit www.anakam.equifax.com or call 1-888-826-2526.

SOURCE Equifax