Avoco's iSAML Identity Platform: Summary of Features

The Avoco trust platform products have been built to give you the tools to create your own, highly configurable, fully brand-able and intelligent Trust Platform or IDaaS. The following table shows an overview of some of the main features of the solution. With the Avoco iSAML platform you can quickly configure your own, fully branded Identity as a Service offering.

Trust	**Trust is the ultimate goal of identity, which, after all is about relationships and good relationships are built upon trust. Services** needing **a person's identity can be assured they are who they say they** are; **by having users verify themselves during registration**. This trust is balanced by offering customers touch points, where they can have access to and control the release of their data. Configurable business rules complete the equation, allowing you to implement your own tailored service that fits your company and your customers' needs.
Flexibility	iSAML is a set of platform based tools. These tools are modular and allow your organisation to create a trust platform that represents your brand. We have created a highly flexible platform that you can tailor to you needs and that can utilise configurable business rules to build a consumer data and identity platform to take your business into the future.
Accessibility	It is important that consumer users have easy accessibility to their identities as mobile devices become ever more prevalent. Our solutions allow accessibility through any device with a browser. Our platform is fully Cloud based.
Usability	Our platform is all about user centred approaches. The front end can be designed, independent of the back end to allow you to optimise branding and usability for your target audience.
Verification	To build a trusted identity, you need to know your customer and verification using a variety of services can provide this. iSAML can integrate with virtually any type of verification service, online, offline and special services such as those for minors.
Security	It is vital that an individual's identity is secured as much as possible within the bounds of retaining usability. Features such as anti-phishing, GEO-IP anti-fraud, web security measures and multiple authentication support and so on, are built into our products

Privacy	Privacy is becoming a driver for many online social access and identity systems. Our solutions have several privacy enhancements such as, showing the user who is requesting which pieces of information and giving them the choice to send or not these data. Avoco see interactive and fluid consent models as the way forward in keeping users in control of their data and enhancing their privacy.
Familiarity and user opt in	Consumer users are familiar with certain internet brands such as Facebook, Amazon, PayPal and Google to name a few. The Avoco Trust platform allows your organisation to offer users the ability to use their social login as a first factor authentication with their identity. This is a great way of opting users into the system - users can then add other authentication factors such as HOTP, SMS, etc. to strengthen the security.
Elastic scalability	The iSAML platform has been built to have expandable scalability using state of the art techniques. You can scale your IDaaS solution to support 1 to a billion+ users.
Federation	iSAML is able to give you full federation capabilities allowing you to create federated groups of affiliated services and companies
Single sign on	Allows your users to sign into your website and then seamlessly log into any affiliate site without the need to use their credentials - removing the dreaded password fatigue that plagues us all
Fraud reduction	Our platform has many intrinsic features that help with fraud prevention, including verification of users, many security measures, and full audit capability and so on.
Speed to market	If your organisation is considering building your own IDaaS solution, we can give you the tools to do so. Avoco Identity is at the fore front of consumer facing IDaaS development and with over 10,000+ hours of third party testing, including penetration testing and source code analysis, you can be sure of a robust and flexible solution.

If you'd like further information on how to create your own IDaaS solution using the Avoco platform contact info 'at' avocoidentity.com