

Avoco Identity *empowers* service providers with scalable, verified, identity assurance, thus *enabling* government, business and consumer Cloud services



***The benefits of deploying the Avoco Identity platforms for:***

**Partner Service Providers include:**

Speed to market, add value to partners, proven technology incorporating rich functionality,

Highly resilient and configurable vanilla platform, that links to multiple identity verification services.

Provides cost savings, fraud reduction and Single Sign On (SSO).

**End Users include:**

A user friendly experience which seamlessly enables secure and privacy enabled access, to online services, which mirror their everyday life.

An identity service the user can trust which gives them control over the information they provide to a service.

Avoco Identity  
7th Floor  
16 St. Martin's-le-Grand  
London EC1A 4EE  
US: +1 415 839 9433  
International: +44 207 078 7454  
[www.avocoidentity.com](http://www.avocoidentity.com)  
E: [info@avocoidentity.com](mailto:info@avocoidentity.com)

Callcredit Information Group and Avoco Identity have created a solution that will empower Identity Assurance Services for public services, businesses and consumers.

Callcredit Information Group and its partner Avoco, are able offer a fully compliant, mature identity assurance solution to Identity Service Providers that wish to deploy under these and other scenarios. The solution enables Identity Service Providers to immediately offer the only consumer-citizen centric, Identity Provider platform in operation which meets the UK Government Identity Assurance requirements. The combination of Avoco's iSAML platform and Callcredit's data and subject matter expertise, enables Identity Service Providers to quickly deploy an operational and compliant 'plug and play' solution.

**Angus Sim, Head of Alliances, Callcredit Information Group commented:** "The Avoco iSAML platform has already been successfully tested and implemented as part of the Skills Funding Agency's identity assurance programme. This is the best possible credential to validate the Avoco solution.

"This means that the Identity Service Providers utilising the Avoco - Callcredit solution will have the advantage of being able to de-risk their investment and ensure they can be one of the first to market with a compliant solution."

**Gerry O'Brien, CEO, Avoco Identity said:** "Identity Service Providers (IDP's) that deploy the Avoco platform, achieve speed to market with a highly resilient and configurable vanilla platform. This proven technology incorporating rich functionality permits identity service providers to offer an extremely cost effective service to their customers.

"The Avoco - Callcredit solution, is available as software as a service (SaaS) or can be deployed in the customer's own environment."

## Using online digital identity to empower government, business and consumer cloud services

### Verified identity for everybody



The Avoco iSAML identity platform is a mature and fully tested system which provides extended identity capabilities for governments, business and consumer cloud services. It is a fully compliant SAML 2.0 identity-provisioning platform.

The core IdP engine - the piece that manages, controls and communicates the identity information - is decoupled from the component plug-ins. This means that plug-in components such as verification services, authentication credential providers, sms gateways, and even attribute schemas can be added and changed as required, on-the-fly, without affecting the core system. If requirements change, the system can change, quickly and simply.

Decoupling	SP Initiated	SSO/SLO	Federation
Ease of Implementation	Configurable	Extended user services	LOA
Verification (Verify)	Authen	Biz Rules	Cross Platform
Privacy	Accessibility	Admin	Audit
Usability	Scalability	Security	User control

#### Scalability

iSAML is designed for large scale applications through its horizontally scaled design, use of memcached, etc. Full performance testing has been carried out by independent parties.

#### Security

The security features of Avoco iSAML IdP have been extensively developed. As a mature solution it has been thoroughly tested, which includes extensive PEN testing. Separately, the source code is audited for vulnerabilities; these two approaches have verified that the application has no known vulnerability to attacks involving SQL injection, XSS, or Click Jacking, CSRF, etc.

#### Verification

The iSAML platform can integrate with any standard web service offering verification and validation, both online and offline. Levels of assurance can then be associated with an identity.

#### User Centricity

The platform comes with a full range of user-centric features, including a rich, extensible user account management console, enabling an unlimited range of user data to be stored. These user-centric options are fully configurable using business rules.

- Extensively tested mature SAML 2.0 compliant identity platform
- Verified identities issued using both online or offline verification services to allocate level of assurance
- Extensively tested over 10,000 hours
- Plug-in architecture allows platform changes to be done quickly
- High scalability
- State of the art security features built in
- Citizen-centric features configurable by business rules
- Full audit capability and administration
- Help desk module

The Avoco Identity iSAML platform is designed to allow easy plug-in support for any type of federated login API.

This includes, Amazon, Facebook, PayPal, Twitter, LinkedIn, Microsoft Account, etc.

The use of this type of login credential means that users of iSAML platform can more easily create a re-usable and verified online identity