CYBERWHITE'S 7 QUESTIONS WITH.......

Steven Hope - Chief Executive Officer
Authlogics

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1.   What was it that initiated the idea for Authlogics?

We recognised that people were sick of passwords. They are everywhere with seemingly no end it sight. So we got to work developing new technologies that could be used instead of passwords which would easily work with existing applications – the result was PINgrid.

2.   What was your vision for Authlogics when you founded it?

The vision started with the end goal of a world without passwords. However, to achieve that we had to create a solution that could get customers from where they are today, mostly using passwords, all the way to replacing passwords. This was never going to be achieved with one big switch as there is no silver bullet, so we have to create a journey with options so customers could jump in at any point knowing what the ultimate destination was.

3.   What sets Authlogics apart from others in the industry?

We have a holistic end-to-end solution that firstly deals with the immediate problem of insecure passwords and bad policies, all the way through to MFA which does not require a password all. Our Password Security Management (PSM) product gives you everything you need to secure and manage passwords, including user self service. Whereas our Multi-Factor Authentication (MFA) product delivers various MFA technologies and use cases together with passwordless logins.

Most vendors only provide a 2nd factor of authentication which works in addition to passwords. That limitation doesn't provide customers with a roadmap to get rid of passwords like we do, it gets you stuck with a band aid over a password.

Another key area we shine is with the Deviceless OTC use case. This allows customers to deploy a One Time Code solution to replace passwords without having to deploy/enrol and physical devices. While it isn't strictly MFA, it is a huge security setup up from password based 1FA as it is immune to key logging and phishing without the MFA overhead.

4.   What is the priority for Authlogics as an organisation?

The key focus is for compliance and security with the end goal having a secure passwordless environment. Given the current climate, we at Authlogics have set ourselves the priority to reach out to varying 'targeted' industry sectors including the healthcare, financial and government to ensure that their password policies are secure and help them install simple login processes allowing them to focus on other matters.

5.   What do you see as the biggest current threat to an organisation's security?

2020 has seen a dramatic increase in phishing attacks, credential stuffing and data breaches making it imperative that companies secure their IT infrastructures and ensure password policies are secure and comply to the best practice standards with an eventual migration towards a passwordless login user experience.

With more companies encouraging and adopting a "Working From Home" setup for their staff, it has put CISO's under pressure to ensure that the new remote IT security framework is robust. Passwords are renowned for being a weak credential, and with data breaches on a steady rise, hackers have taken advantage of staff using risky connections and the same passwords for both their work and personal accounts.

This is where Authlogics can help, as our technologies highlight breached credentials and offer a solution to secure companies networks by preventing shared passwords, allowing end-users to self manage their own passwords and provide a simple secure login process from any device with the additional MFA security factors.

6.   What do you look for in a partner?

We look for varying attributes in a partner, ensuring their technology capabilities are strong within the Identity and Access management sector and their portfolio of products reflects this. With a key focus on Password Security and Multi-Factor Authentication, it is key that partners can reach out to their client base with the confidence to demonstrate and guide companies towards the right products.

Our partnership with CyberWhite exceeds all of this, as their business ethos is clear and concise which aids to sales success. As with all partnerships, open communication channels, trust and reliability build great working relationships between ourselves, partners and customers.

Kamber Devjianie, our Global Sales Leader, has secured many partners globally allowing us to broaden our customer database. He offers technical training for both presale and deployment activities to ensure that the customers are well informed when liaising with our partners. We provide support and key documentation to all partners.

7.   What are Authlogics looking to achieve in the next 12 months?

To provide simple, memorable and secure logins.

We have educated and secured a broad range of organizations across various industry sectors around the world. We intend to continue our mission to remove the password problem and encourage companies to migrate towards a passwordless environment, reduce their helpdesk costs, save time, increase employee productivity by simplifying the end user login process, and securing critical company apps, devices and data.