



WEB IDENTITY

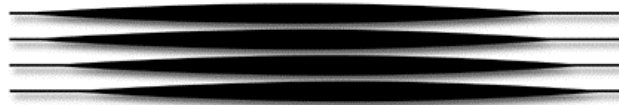
THE UNIVERSAL TOKEN FOR INTERNET SECURITY

The Reader-less Smartcard



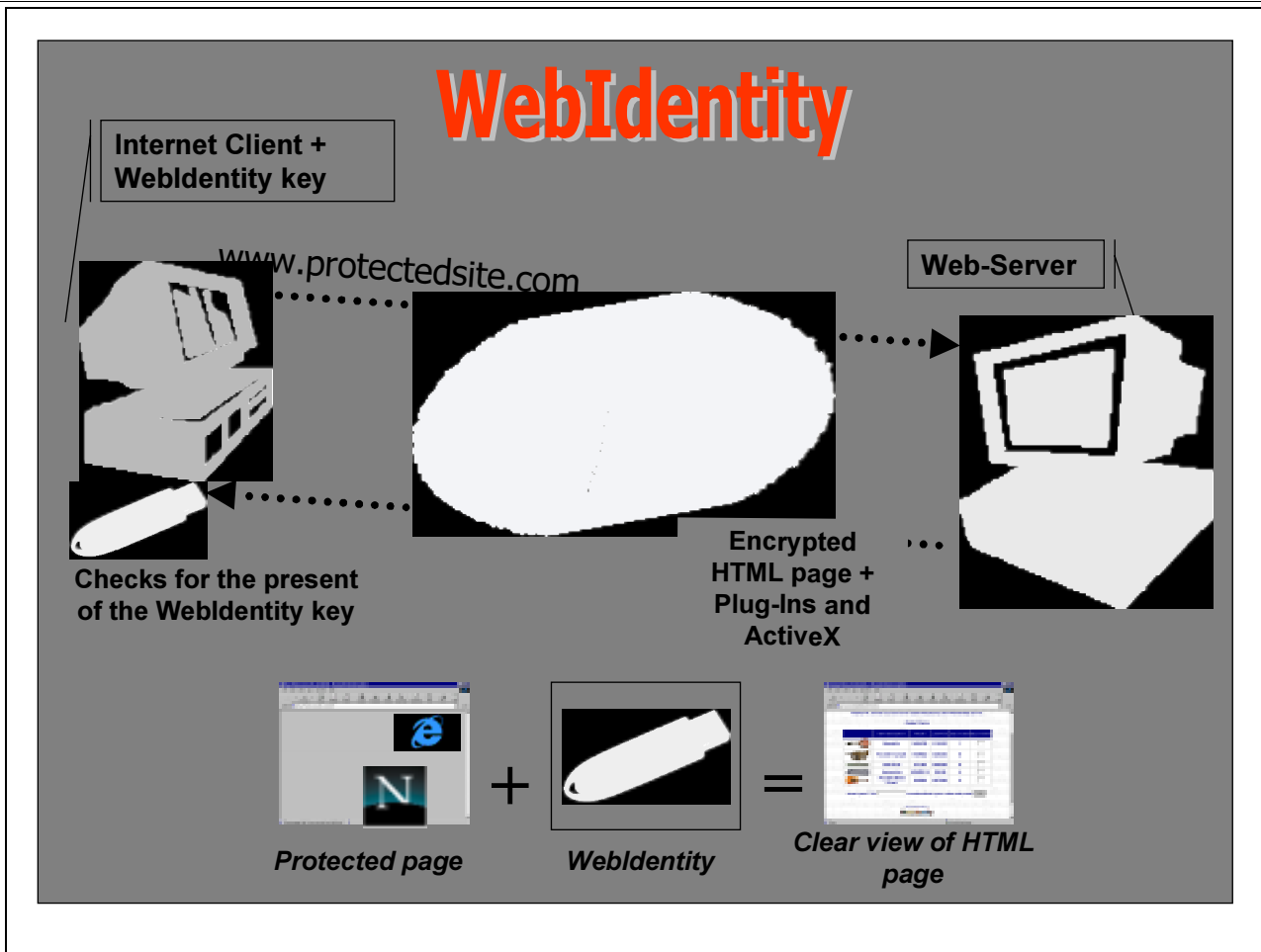
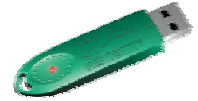
APPLICATION AREAS

Developed by



Eutron

Securing Internet & Software



WEBIDENTITY
is a hardware device
to be simply connected to the USB port
of a Personal Computer.
When it is plugged in it permits
secure and unambiguous identification of the user
and the transaction of encrypted the data,
in all Web-based applications for
Internet/Intranet/Extranet.



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PUBLISHING: ON-LINE SALES OF NEWSPAPER AND MAGAZINE SUBSCRIPTIONS

The on-line sales of newspapers and magazines must take into account those security features which a login & password can't provide but must also be flexible when it comes to a user-friendly interface. **WEBIDENTITY** is the ideal solution for the sales of newspaper and magazine subscriptions on-line: it provides for identification of the user based on the identification of **WEBIDENTITY**, encryption and decryption of information on the fly through the use of time-dependent algorithms, availability of writeable memory in which information can be saved (information regarding the period of the subscription, the type of magazine, the customers etc.) and a standard interface on every PC all add up to a safe and flexible solution for on-line sales of magazines:

- ✓ The user of the service can connect and "read the newspaper" on-line using any personal computer equipped with a USB or Parallel port: the utmost in PC standards.

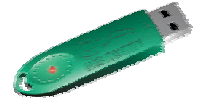
- ✓ The **WEBIDENTITY** Device is transparent to any other hardware or software device.
- ✓ Its use does not require additional hardware or software over and above **WEBIDENTITY**.
- ✓ Information regarding the customer, the expiry date of the service and details of the subscription can be stored within the Device.

Thanks to **WEBIDENTITY** other services can be made available to the user such as access to past editions of the on-line magazine (or the chance to download old issues of the magazine: this could be a service aimed in particular at schools and universities etc.): with **WEBIDENTITY** it is actually possible to provide selective access to information.



**SOFTWARE-HOUSES: SUPPORT
SERVICES AND UPGRADES ON-LINE**

Those Software-Houses which have begun distributing upgrades and supplying supplementary service over Internet to their registered customers have found in **WEBIDENTITY** the optimum solution to the problem: every legally purchased copy of the software will be associated with a single **WEBIDENTITY** key which will allow access to the protected site from which upgrades can be downloaded, where technical support is available through mailboxes or protected forms: offering customers these services over Internet means totally automating the work of the technical support staff as well as the task of getting upgrades out to customers. The advantage of supplying services over Internet (rather than the widely used direct, remote connection via modem for example) means first of all lower costs (Internet is always available at the cost of a local telephone call), moreover a service offered over Internet is perceived as being significant added value. To be able to use technical support and other services over Internet means considerable savings for both the client and for the software house.



**TERRITORIAL SALES FORCE
AUTOMATION**

WEBIDENTITY is the ultimate solution for the automation of a distributed sales network: large companies which have a distributed sales organization can use **WEBIDENTITY** to automate it: up till now this type of solution was normally found in applications and tools which tended to be very expensive, less flexible and more difficult than Internet, but nevertheless offering greater security. Leveraging the potential offered by **WEBIDENTITY**, it is possible to create Internet tools for the protected exchange of information between agents and the company Web-Server. All the company has to do is to build Web-based applications which satisfy its needs and solves the problems in question. When the applications are installed on a **WEBIDENTITY** protected Web Server, selective access will be guaranteed (linked to parameters and restrictions relative to every single user) only to those equipped with a properly initialized **WEBIDENTITY** key programmed with the features of the various users of the system.

For example, the problem could be keeping the network of sales people supplied with up to date information:

price lists, availability of goods, special offers, marketing support material etc.

Up till now, problems of this type were usually solved through the use of a direct connection via modem between the remote client (normally the portable PC of the sales person) and the Server in order to update the archives (often using Lotus Notes).

WEBIDENTITY allows you to use a different approach to the problem: the sales Agent who has **WEBIDENTITY** doesn't have the problem of updating his archives: without taking anything with him he can go to the customer carrying **WEBIDENTITY** in his pocket or attached to a key-ring, and complete his negotiations. At the time of taking the order and by way of checking on availability or price variations, the Agent could show this information to his client and print it if necessary, knowing without a doubt that once he leaves the client's office there is no way the client can access that restricted information.

It goes without saying that the automatic handling of such issues will undoubtedly convey a professional feeling to the client in question.



**ACCESS BY TOP-MANAGEMENT TO
RESTRICTED INFORMATION**

Within a company Intranet/Extranet it may be necessary to guarantee the confidentiality of information relative to the financial or administrative areas by making it accessible only to Top Management. **WEBIDENTITY** allows you to grant access rights in a distinct and selective way to the various owners of **WEBIDENTITY** and related to the service in question: for example, it's possible to give selective access to this restricted information: thus authorization could be based on cost centers or operating divisions within the company etc. This way we would be able to authorize access to the protected information regardless of wherever the client requesting access to it be physically located.

Top Management can then examine the information it is authorized to access from the workplace, home or airport etc.

The security and the flexibility of the solution make it the ideal tool for handling any process of user authentication (related to the resulting restrictions) within the company networks: Intranet, Extranet, VPNs, Internet.

Moreover, the same **WEBIDENTITY** can be used to guarantee access to more than one database (within the same service): this way it could be possible to use the same token to access different company databases with a web interface.



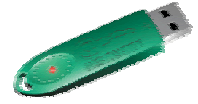
HOME BANKING AND REMOTE BANKING

For every application in the area of home-banking **WEBIDENTITY** represents a highly secure and unambiguous solution compared to other solutions used nowadays in this sector (at most based on logins & passwords): the device cannot be cloned, the encryption process is time-dependent on-the-fly and the flexibility of the hardware token make it possible to carry out secure financial transactions and at the same time maintain flexibility; this way the user of the service will always have the certainty that the operations carried out will be totally confidential. Moreover, he can communicate interactively with his bank regardless of his physical location whether it be his office or from any personal computer with Internet access: from home, the airport or his workplace etc.

Another positive element of the **WEBIDENTITY** based solution is the fact that Internet is always available at the cost of a local telephone call regardless of geographic location of our user. Direct connection via modem, which is widely used nowadays, while offering greater guarantees in terms of security and

confidentiality compared to the use of logins and passwords over Internet, is certainly not the best solution in terms of cost of ownership.

WEBIDENTITY takes Internet to such levels of security so as to allow the use of this resource for the handling and controlled distribution of delicate and non-disclosable information.



BUILDING AND MANAGEMENT OF DISTRIBUTED COMPETENCE CENTERS

Let's consider the case of an organization working within a territory and having a series of Competence Centers which have the aim of promoting products and services to users as well as supplying technical assistance and managing warranty agreements etc.

Internet could be a solution for the complete automation of distributed Competence Centers within the territory.

All the company would have to do is to build Web-Based applications which address the needs and solve the relative company problems. Once the applications are installed on a **WEBIDENTITY** protected Web site, selective access will be guaranteed (linked to parameters and restrictions relative to each individual user) only to those equipped with a properly initialized **WEBIDENTITY** key programmed with the features of the various users of the system. With this system, each individual user can be given just the information which is of close interest to him (prices and/or customized discount tables, maintenance reports, order scheduling and handling), without going into the power of Internet in terms

of the speed of distribution of a wide variety of information: new product launches and promotional campaigns. Moreover, Competence Centers can place orders directly, check on availability of goods or shipping conditions etc. completely independently which makes it an ideal tool for the reduction of the workload inside the organization, favoring new business opportunities.

Handling the distribution of information and the interaction between the head office and branch offices or remote sites with **WEBIDENTITY** means providing a solution which is secure, efficient, cost effective for the supplier of the service, easy, flexible and true Plug & Play for the user of the service.



ASSOCIATIONS: SAFE AND EASY COMMUNICATION AMONG MEMBERS

Ever more frequently, in striving towards greater synergy and market force, independent organizations are uniting through global agreements or associations. Usually the reasons for opting for this type of solution can be found in the achievement of greater buying power, negotiating ability and financing. However, once agreements have been reached, the problem of how to distribute information quickly and in a secure fashion regarding the new association, comes into play: new terms of purchasing, benefits, promotional campaigns etc.

Problems of this kind can be solved using tools and applications which are more expensive, less flexible and more complicated than Internet solutions but, at the same time, they offer greater security. Using to the utmost the potential of **WEBIDENTITY**, tools can be built for the protected exchange of information between agents and company Web-Servers using Internet. All the organization has to do is to build Web-based applications which satisfy its needs and solves the problems in

question. By integrating such applications with **WEBIDENTITY**, selective access will be guaranteed (linked to parameters and restrictions relative to every single user) only to those equipped with a properly initialized **WEBIDENTITY** key programmed with the features of the various users of the system. Thus, only those who possess a properly initialized **WEBIDENTITY** device can access confidential information resident on the Web-Server (in the form of Databases, HTML Pages, etc.)

It could be that an association or a chain of resellers could access, through **WEBIDENTITY**, updated price lists, availability of goods, marketing material, brochures, campaigns.

A further use could be that of handling secure communications at a high level, for example with the top-management of the different associations, letting them access managerial and administrative information: targets reached, turnover, forecasts, company policies and/or marketing activities etc.

The transparency and the portability of **WEBIDENTITY** will allow the different users to benefit from the service both from home or from the office or even while vacationing by using a portable computer and a PCMCIA modem. All with a view to increasing customer fidelity.



WEBIDENTITY

STOCK EXCHANGES AND FINANCIAL SERVICES

WEBIDENTITY is an excellent solution for the handling of simple and secure transactions in the financial world. The broker or manager of financial services is able to identify with certainty the user that is ordering the purchase or sale of stocks or shares and will thus automatically be sure of the reliability of the information. At the same time, the Client or the user is able to certify his credentials simply by using Internet and plugging in his properly initialized **WEBIDENTITY** device to any personal computer with an Internet connection (which could be anywhere from the stock exchange to his home or the airport).

The reliability and the confidentiality of the information in transit over the net is guaranteed by powerful, bi-directional encryption algorithms (from server to client and vice versa - thanks to ActiveX and Plug-In components which allow transparent use of a web browser) based on a time-dependent private key algorithm.

Identification of the user is through a search on the user information held within the **WEBIDENTITY** token.

WEBIDENTITY offers thus a really secure solution, while maintaining its simplicity and transparency, for the handling of financial transactions and for the purchase and sale of stocks and bonds.



FRANCHISING CHAINS

Franchising chains are gaining ground thanks to the importance of the sales and marketing efforts that they are able to generate. At the same time they have the problem of how to distribute information in a timely manner regarding the organization of the infrastructure: purchase conditions, benefits, promotional campaigns etc.

Problems of this kind can be solved using tools and applications which are more expensive, less flexible and more complicated than Internet solutions but, at the same time, they offer greater security. Using to the utmost the potential of **WEBIDENTITY**, tools can be built for the protected exchange of information between agents and company Web-Servers using Internet. All the organization has to do is to build Web-based applications which satisfy its needs and solves the problems in question. By integrating such application with **WEBIDENTITY**, selective access will be guaranteed (linked to parameters and restrictions relative to every single user) only to those equipped with a properly

initialized **WEBIDENTITY** key programmed. Thus, only those who possess a properly initialized **WEBIDENTITY** device can access confidential information resident on the Web-Server (in the form of Databases, HTML Pages, etc.)

So it could be that a chain of resellers could access, through **WEBIDENTITY**, material available on a **WEBIDENTITY** protected web site: updated price lists, product availability, marketing material, brochures and special promotional campaigns.

A further use could be that of handling secure communications at a high level, for example with the top-management of the different franchisees, letting them access managerial and administrative information: targets reached, turnover, forecasts, company policies and/or marketing activities etc.

The transparency and the portability of **WEBIDENTITY** will allow the different users to benefit from the service both from home or from the office or even while vacationing by using a portable computer and a PCMCIA modem. All with a view to increasing customer fidelity.