SiteAuth™

Site Authentication that Works!

SiteAuth is a software product that easily installs and seamlessly overlays existing login and authentication systems, and utilizes psychologically-sound visual cues that make it obvious whether a user has landed on a legitimate web page or has been directed to a criminal's clone that will steal data and possibly money – all without requiring users to register, answer challenge questions, or undergo any extra steps during the login process.

The proliferation of Wi-Fi enabled devices has caused the number of people utilizing public WiFi networks for shopping and banking to skyrocket. Yet, such activities are risky: criminals can set up phony access points with names identical to legitimate ones, and use any one of several hacking techniques to steal data and money from users – even if users enter the full URLs of the sites they access and even if they type "HTTPS." Furthermore, phishing via email continues to plague users, and deliver millions of dollars of fraud every day.

SiteAuth is the answer. Designed by a team consisting of a psychologist and information-security guru, SiteAuth leverages various aspects of both disciplines to protect even untrained users who do not make conscious efforts to stay secure. SiteAuth's patent-pending Identity Cues technology has been proven effective in real-world environments for over half a decade.

SiteAuth is a software solution that can be delivered in an API format, and can run on numerous platforms. It scales to accommodate environments of all sizes, and can be used in conjunction with multi-factor authentication from Green Armor or from other vendors, and in combination with any fraud-detection systems.

SiteAuth's patent-pending technology generates visual cues (sometimes called Identity Cues) by applying one-way cryptographic functions (hash functions) to user-entered text (e.g., portions of the username & password) and a series of secret keys known only to the organization deploying SiteAuth. Based on the result of the calculations, various elements of a cue are selected and transmitted to the user's web browser. Only the genuine site can generate the proper cue for any particular user, and if no cue or an incorrect cue is displayed, it will be obvious to even an untrained user that something is very wrong with the site he or she is accessing. The design of the cues is such that even if a user is not actively looking for the cues, his/her mind will notice a cue that is missing or wrong.

As an API, SiteAuth can also integrate with third-party software products and cloud-based applications, allowing software providers to incorporate anti-phishing technology within their systems, and to enable their systems to be used securely even over public Wifi.

Key Benefits

Maximum Security
Complements multi-factor and other user authentication systems to deliver true site authentication protecting against phishing and other clone-site attacks such as those launched against users using public Wifi. Unlike other site authentication systems, SiteAuth has proven effective for over half a decade, leverages human psychology to maximize effectiveness, and does allow criminals to verify the validity of usernames.

Maximum Convenience
No user enrollment or extra steps added to the login process. No new answers to remember or devices to carry. Users don't even have to consciously check anything as the system works subconsciously.

Maximum Access
SiteAuth secures access from classic computers, tablets, and smartphones – enabling secure banking and shopping from anywhere – even over public WiFi. Access can be secure even from hotels, airports, coffee shops, and restaurants.

Maximum ROI
SiteAuth requires no user enrollment, thereby minimizing deployment costs, and requires little or no ongoing maintenance, threby keeping long term costs to a bare minimum. Its low TCO is unmatched in the authentication industry. SiteAuth runs on numerous platforms and in essentially any language, and easily scales to meet the needs of organizations of all sizes. SiteAuth is also available in API format and can be embedded in third-party software products or cloud applications enabling those offerings to be used securely in environments in which they otherwise would not be.

"Sometimes the easiest answers are the best."
John Dix, Editor-in-Chief of *Network World*, describing the Identity Cues technology at the heart of SiteAuth

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