ALMEFY

THE TIME BOMB IN ONLINE SECURITY

– And How To Really Stay Safe

CONTENTS

You aren't as safe as you might think...

"It's true. Billions of us are used to creating, keeping and changing passwords, believing that's enough.

But really, you and your data are nowhere near as safe as you should be online. Sure, we hear of leaks, cracks, ransoms and crippling disruption — yet they're treated like a fact of life. The norm resets. Patterns reform. Cybercrime and data loss continue to rise because many of us are using the same old security techniques. It's the equivalent of building a sandcastle, watching the sea claim it, then building another the same distance from the shore.

What if there was a different way to manage digital access? A simple fix to do everything in one step without risk of compromise?

The first time I got to know the technology I immediately saw the potential of it. I was thrilled by its capabilities and opportunities which led me to engage more deeply and co-found Almefy.

Almefy will revolutionize identity encryption. By the end of this eBook, you'll never look at cybersecurity the same way again."

— Christian Lamprechter, CEO & Co-Founder

What's wrong, right now

To start, let's acknowledge a basic truth: **You may not care that much about digital security until you're compromised.**

Although 68 data records are lost or stolen every second, and compromised credentials cause 20% of breaches – the highest known factor — it's easy to take risks. Why? Because security providers tell you that carefully managed passwords (along with firewalls, encryption and threat intelligence) are enough.

They aren't. Consider the following:

- Once a password has been leaked or stolen, that's it — your critical doors are open to the world. Even if changed quickly, unsanctioned users can try the same password for other accounts and platforms.
- Remembering the right password for X or Y is a headache. Solutions like password managers help, but they still require a master password.
- If you're managing users on the go, spread across disparate locations, then how do you know they have what they need? Fixing password issues takes time away from great work which is compounded when people flip between devices.

ALMEFY

ALMEFY
Scan to login
Login to the account on desktop or add an account to the app.
SCANNER
ACCOUNTS
SETTINGS
MORE
ALMEFY

Defuse your risk with identity encryption

No more passwords

Typically, two-factor authentication asks for a username, password and one-time password (OTP) from the likes of Google or Microsoft Authenticator. This means you aren't just taking several steps to logging in, but leaving yourself exposed during that exchange. Security rests on recognizing your data requests, not your identity.

Identity-based encryption (IBE) doesn't store any data for access. Instead, it uses a classic authentication process – the challenge-response pattern, triggered by a QR code. You open your smartphone camera, scan the code and proceed straight into the platform you're trying to enter. No stress. No phishing risk. No sensitive details exchanged.

Your identity is part of the key to every single door

This technique beats passwords hands down. All you have to do is set up a unique identifier (i.e., email address, user name or serial number, etc.). Then wherever they are – and however savvy they are with tech – it doesn't matter.
Phone, camera, scan, finger tap. Done.

Digital certificates aren't needed! Nothing is stored on the device. You're much safer while logging in with less hassle.

Our experts and board members can tell you more about why that's such a big deal...

Mark Porsche: Simple, user friendly and super safe!

Mark's never been fond of passwords. With family ties and seats on several automotive company committees, he needs effortless collaboration.

"Typing and remembering a password is one thing — making sure it's secure is another. Randomly generated phrases are hardly memorable. We've been looking for something simpler, user friendly and super safe. Almefy brings a new kind of simplicity to our complex, modern lives.

The digital revolution has its challenges — and there's so much to be skeptical about — but identity-based encryption cracks it. Think about the future of car sharing for example:

With Almefy, you will never need to hand over physical car keys anymore. You would use the app to login, and the digital key in the back is set up just for you and as long as you rent the car for."

— Mark Porsche, Chairman of the Board, ALMEFY and Board Member in i.e., SEAT, MAN and other companies

Owen Van Natta: Enjoy frictionless access

For Owen, passwordless authentication will suit the first generation of 100% digital natives with the quickest, most painless entry point to their data:

“When it comes to virtual identity, there’s been no broad-scale innovation beyond the password. Then there’s the convenience component: We shouldn’t have to carry keys around anymore. There’s a massive vacuum of demand around good identity verification.

We’re seeing some of the largest companies on earth join forces to figure out how to make authentication easy. For them, this is more important than helping the competition leap forward.

The impressive part is that Almefy is already there. This change will start at B2B companies before B2C will follow, because they already have a bunch of ways to identify someone.”

– Owen Van Natta, Board member of ALMEFY, CEO OVN Capital and former C-Level Executive at various tech companies

Bertram Burtscher: Swerve countless legal risks

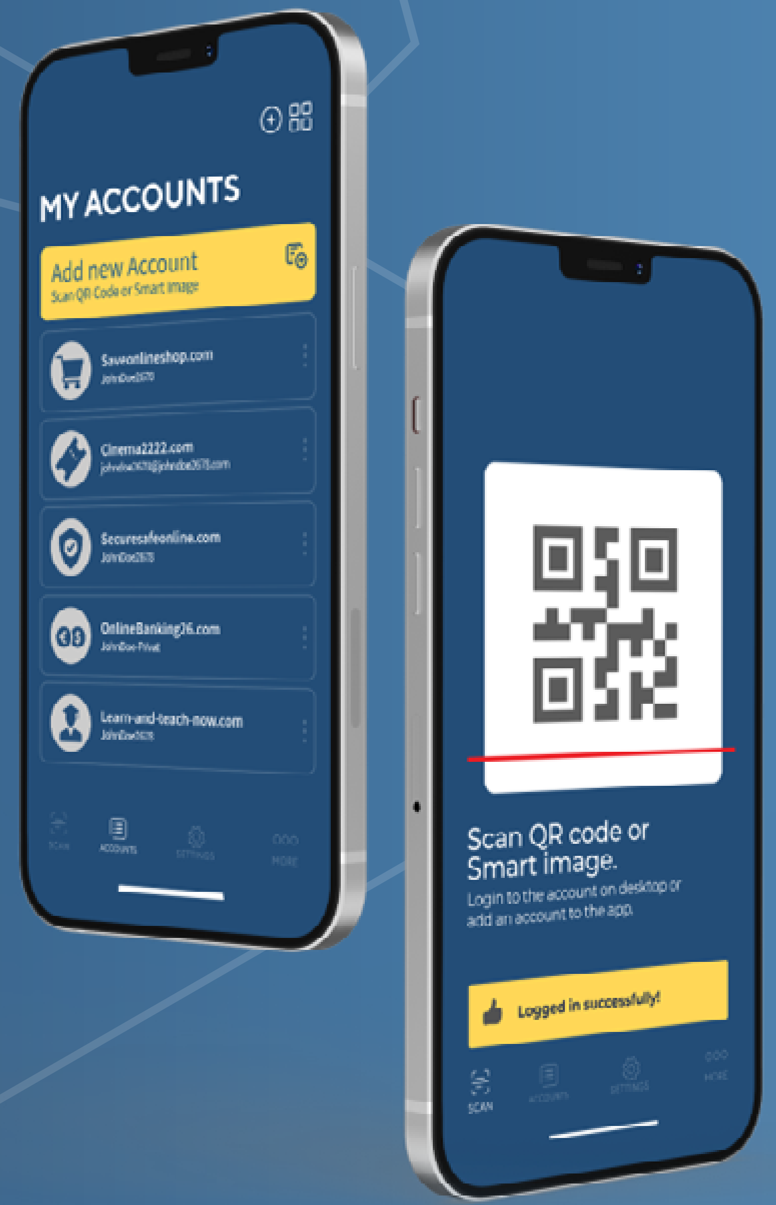
Throughout Europe, Asia and the Middle East, Bertram gives companies rare insight into their digital responsibilities. After working on several major remediation programs for compromised authentication (including CEO fraud and manipulative communications), he wanted to find a response to password weaknesses once and for all:

"Any key or password-based authentication carries the risk of compromise. It doesn't just apply to big fish either. People underestimate the power of increasingly automated toolkits and libraries available on the dark web.

Much of my work has been assessing how market standard protection can step up and reduce the risk of fines or massive claims damage. How can we monitor and train staff to prevent fraud? With a good understanding of simplicity, security and user trust in harmony for commercial goals,

I don't think passwords are necessarily bad. They just aren't as simple or secure as they should be. You'll stay protected much more often when you address social hacking risks."

— Bertram Burtscher, Lawyer and former Partner at Freshfields



MY ACCOUNTS

Add new Account
Scan QR Code or Smart image

Scan QR code or Smart image.
Login to the account on desktop or add an account to the app.

Logged in successfully!

> **“Passwords make users involuntary custodians. This is both unnecessary and unfair. Users shouldn’t be forced to choose between security and convenience. Almefy takes that jeopardy and burden away from you.”**
>
> *— Juan Cobos, Inventor & Senior Security Advisor*

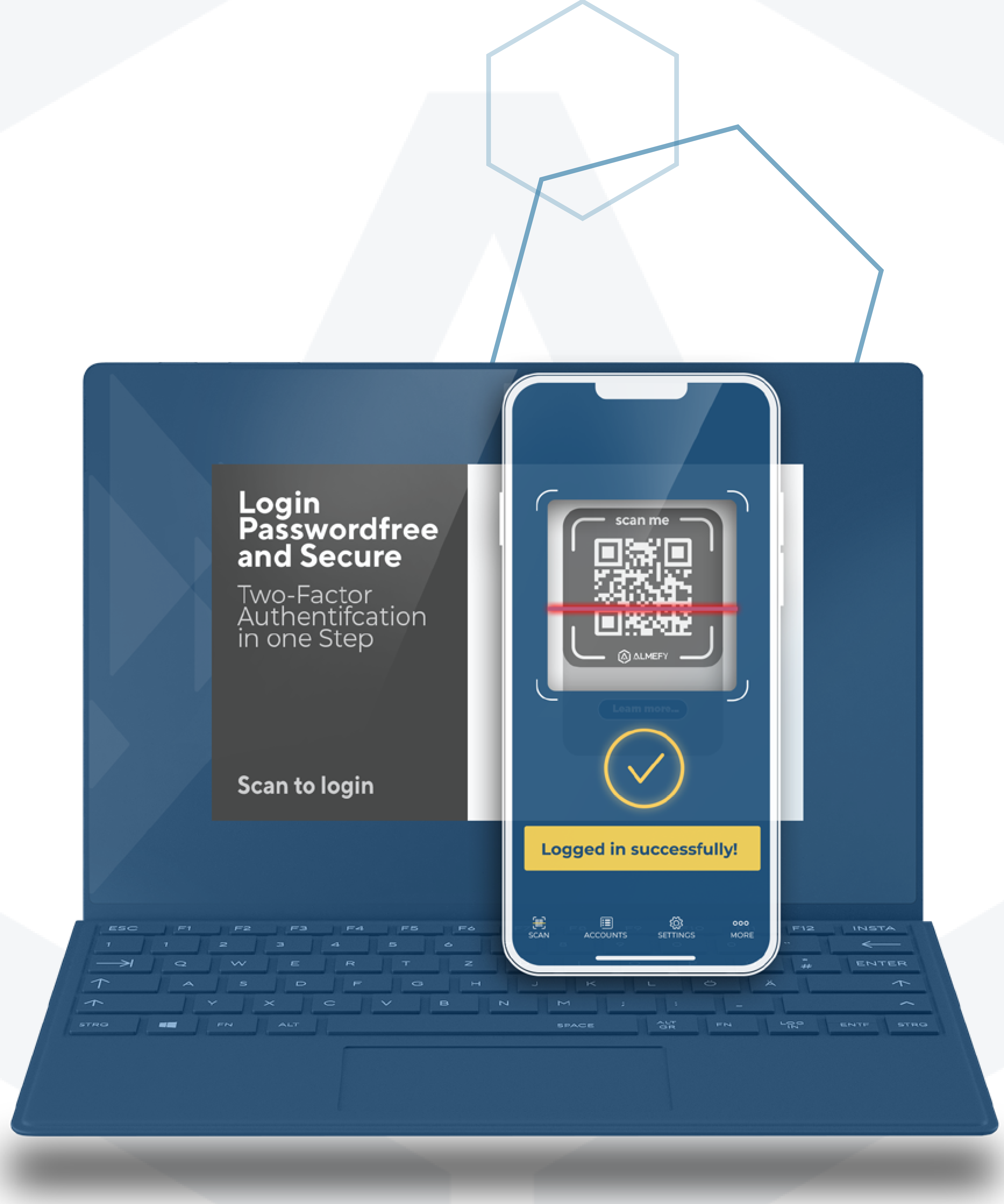
ALMEFY

ALMEFY HAS ARRIVED

This changes everything. Almefy is the passwordless, single-sign-in verification tool that works with any smartphone, as well as a growing list of digital applications.

Here’s what we’ve managed to innovate:

- Enrolled web users just scan a visible QR code or one that’s hidden invisibly beneath your site’s company logo. With a tap, they’re in.
- Our API is the central cornerstone for authentication for favorite platforms such as WordPress, which means you can add Almefy by pressing a button. Then all users can login quickly without a password using the Almefy app.
- In IBE, encryption keys are provided when needed, and they’re only available for a short time. PKI based solutions, conversely, never change keys and can leave them easily exposed to compromise. This is huge for the Internet of Things, where hacking has a much larger attack surface.
- You can use Almefy in offline scenarios with Bluetooth technology soon – for instance, booting up a work laptop while your phone’s on Flight Mode.



Spread the word – Passwords are history!

“We’re excited by how far we’ve come in a handful of years. And the beautiful thing is, we’re only just getting started with IBE. Whether you’re managing dozens or hundreds of employees, freelancers, contractors or client platforms, there’s a place for Almefy in your operations — leaving passwords out in the cold where they belong.

Our renowned board members have tied so many security concerns, as well as their own time and money, into this technology. They believe in it. They’ve seen the difference. Try Almefy for yourself, and do better, safer work without second guesses.

We’ll keep honing it as we go. Almefy’s digital architecture will become broader, welcoming more applications that you depend on. Plus, we’re keeping an eye on the FIDO collaboration between Microsoft, Google and Apple, responding to any insights they might glean from passwordless websites.

However, we’re already ensuring mistrust is eradicated from cyberspace. It’s about time. Can we show you a demo? I would love to explore how Almefy can help YOU!”

— Christian Lamprechter, CEO & Co-Founder

ALMEFY

Try it now!