



OcastaID is the first OpenID standards based authentication platform optimised for mobile operator deployment.

OcastaID simplifies mobile web usage by providing a single user account for multiple services, with faster access and improved security.

OcastaID uses the power of the mobile network to speed all web service access, while maintaining tight user control and protecting from phishing attacks.

MOBILE ENABLED

OPEN STANDARD

CENTRALISED SIGN-ON

PROBLEMS WITH USER ACCOUNTS

A problem hampering web usage is the increasing number of user accounts we create and must manage. Almost every site you want to use, whether an email platform, retail store, social network, news site or blog, wants you to create an account to provide access to premium services or to store away preferences and personal information. But how to manage these accounts and how to ensure security remains in place?

There must be a better answer and that is OpenID.

WHAT IS OPENID?

OpenID is an industry standard providing a fast and easy way to sign in to multiple web sites from a single OpenID account. This greatly simplifies service take up and helps stop the maintenance problem of multiple accounts which leads to lower levels of security and reliance on a multitude of third parties. OpenID not only provides a single account for authentication but also allows user information to be passed to web sites automatically, simplifying field entry and reducing data complexity.

WHAT IS OCASTAID?

OcastaID is an access platform that delivers OpenID authentication services with a mobile optimised customer experience, for deployment by mobile network operators.

Mobile Network Operators are ideally placed to deploy OpenID services, due to the unique capabilities of their infrastructure and position of trust within the network. Customers of mobile operators have a close relationship with their service providers with a billing relationship plus frequent usage of the network.

OcastaID allows a mobile operator to offer an access service that builds on this position of trust and awareness, for a differentiated level of service.

OCASTAID FEATURES? Key features of OcastaID include:

Access Control

- Specify clearly which web services you wish to access
- Users decide how much security to apply
- Allow access reporting; see where you've been and when, to monitor your own security

Data Exchange Profiling

- Create & manage a Master Profile for your personal settings
- Check information being asked for by each service
- State what personal information should be provided to which services
- Support service specific data handling
- Extend centralised data storage

Increased security

- Assign handsets to your account
- Use messaging for extra security checks
- Automate access from the operator network
- Apply anti-phishing measures on insecure Internet access
- Anti-phishing monitoring

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USER BENEFITS There are many user benefits in an operator deployed OpenID solution

- Centralise user accounts and simplify management
- Put the user in charge of data exchange and service access.
- Reduce data entry form completion
- Speed up service login
- Enhance web security

OPERATOR BENEFITS The case for network operators to deploy OcastaID is also clear

- Provide a new access service to your network users, for both mobile web and PC web usage.
- Deliver a more comprehensive access solution than can be provided by a broadband Internet service provider or web service.
- Encourage usage and new service adoption.
- Deliver 'stickiness' to the network

DEPLOYING OCASTAID OcastaID can be delivered as packaged software for installation within the operator's own network or can be supplied by Ocasta Labs as Software as a Service (SaaS).

FURTHER INFORMATION For further information on deploying and using OcastaID please contact the company. See contact details at <http://www.ocastalabs.com>

ABOUT OCASTA LABS Ocasta Labs is a mobile Internet web development firm founded in 2009 to research and develop new and innovative solutions to emerging opportunities. Services and products available include ChatCatcher for monitoring and linking social network comments to web pages, OcastaChat for social networking and OcastaID for mobile enhanced web service access.