



## Keypasco announces a new Market- and Sales Support Department

**Gothenburg, January 23rd, 2015** – Thanks to the support we have had from our amazing partners and employees in 2014 we have come far in our sales of the Keypasco products. We are happy to see that the main stream of the authentication market and its development is moving in the direction of Keypasco's technology – using smartphone for authentication.

In order to continue the great work in 2015, and to offer better support as well as expanding the Keypasco business, we have decided to establish a "Market & Sales Support Department". The services this new department will offer are:

- Provide technical support for the sales organization, including our partners (both pre-sale and after-sale support).
- Collect and document market- and customer requirements
- Develop and maintain the content for:
  - Product documentation
  - Product training material
  - POC material
- Product roadmap: Maintaining and communication
- A member on the "Keypasco Product Council" focusing on product development

Keypasco are happy to announce Mr. Magnus Lundström ([magnus@keypasco.com](mailto:magnus@keypasco.com), mobile number: +46 70-619 82 72) as the new head of this department. Magnus has a lot of experience within the security business both as an R&D engineer and as a support technician, and he will be a strong link between our customers and our R&D department.

Magnus will report to Mr. Per Skygebjerg, our COO for Product & Market Strategy.

Our CTO, Mr. Anton Ljung, will now focus on R&D (Product Development) and the production of the Keypasco authentication service on the Cloud and On Premises.

Keypasco offers secure authentication and transaction verification with a multi-factor solution. It is a patent-approved and software-based authentication solution. The service combines device authentication, geographical locations, 2-channel structure, proximity of mobile devices, and risk behaviour analysis to offer a secure multi-factor authentication. The software is easily installed and provides secure identity verification through encoded transaction data for the customer's service pages. Once verified, end users can easily and securely access and use any provided service.

### **About Keypasco**

We are at the heart of our rapidly changing digital culture. As with all paradigm shifts, there will be new challenges. Some of the largest challenges with cloud services are security and integrity, crucial factors for success and sustainability. With more than 20 years of individual experience in IT security, Keypasco's founders are the minds behind some of the revolutionary two factor authentication technology solutions used by leading Internet banks today.

Keypasco develops secure software, which is designed and customized to be used on trusted devices. Keypasco manage the software through its entire lifecycle, as well as the confidential data it contains. We deliver on the society's expanding needs for personal authentication services, identity protection, authenticated online services, cloud computing access, eCommerce, eGovernment and eBanking services. Keypasco's vision is to be a leading supplier of services for securing cloud services.

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