

## Introducing AppID

AppID SSO portal that centralizes management of—and access to—all your customer’s cloud apps

- SSO portal for any web app—1,500 preconfigured, plus proprietary apps
- Adds 2-factor authentication
- Promotes strong password policies
- Prevents password leaks by eliminating multiple passwords

### AppID Differentiators

- Easy to manage - integrated with control panel
- Deploy immediately- **integrated** with your Exchange identity
- Easy for users- intuitive browser interface

## AppID Pricing

Basic services	3 apps per user included in some plans, other plans may include unlimited apps
Unlimited services	\$2.50 per user for auto-upgrade of a user to unlimited apps \$2 per user to upgrade all AppID users (account-wide upgrade)

**Technical support for custom applications requires account-wide upgrade**



### Qualifying questions

- How many cloud and web apps does your organization use?
- How many users are you supporting?
- How much time do you spend on password-related issues?
- What happens if a user can’t get access to the app?
- What would be the business impact if an account were breached?
- Do you have password policies for users?
- Do they have access to customers or partners systems?

## AppID Features

### Security

Improve security even as your cloud footprint multiplies

- Promotes strong password policies
- Enables 2FA for any/all apps

### Control

Get more control with central access over all your apps

- Single portal for all web/cloud apps
- 1500 preconfigured apps
- Easy to self-onboard additional apps

### Productivity

Make users more productive and more efficient

- Reduce help desk calls
- One-click to apps using AppID portal
- Secure access from any computer, mobile device

### Benefits to Customers

- Simplify managing cloud apps
- Improve cloud app security
- Reduce cloud app password workload
- Reduce business risk
- Increase productivity
- Easier access to cloud apps
- Better security with less work

## AppID Competitive Landscape

AppID is better than...	Examples
Other business-grade single sign on solutions, because AppID is fast and easy to deploy	Okta, Ping, OneLogin, Symplified, Centrify
Consumer-grade solutions, because AppID provides administrative controls with enterprise-grade security	LastPass, KeePass, Roboform, Dashlane

Feature	Intermedia AppID	Okta	Symplified	Ping One	OneLogin	LastPass
<b>Retail Price (user per month)</b>	\$4-\$2	\$2-\$4	\$4.50	\$3.00	\$5.00	\$24/yr
<b>Number of apps or services pre-enabled</b>	1500+	3000	200	"Thousands"	2600	Large
<b>Critical Features</b>						
Supports SAML-based apps	✓	✓	✓	✓	✓	✓
Supports non-SAML apps (web based authentication)	✓	✓	✓	✓	✓	✓
Multi-factor authentication - 2FA	✓	✓	✓	✓	✓	✓
Ability to sell <b>under your own brand</b>	✓	x	✓	✓	x	x
99.999% Availability	✓	x	x	x	x	x
7 x 24 Support Included	✓	x	x	✓	x	x

### High-Opportunity Industries

- Legal
- Finance
- Accounting
- Healthcare
- Companies with multiple locations, remote workers, or traveling employees

### Bundle Professional Services

- Portal/service rebranding
- Enabling/activating/ deactivating users
- Activating 2FA
- Assigning apps to portal
- Enabling custom applications

