

## **FOR IMMEDIATE RELEASE**

# **idententric announces idBUS**

## **Platform radically simplifies and accelerates identity management enablement**

*BRANCBURG, NJ – Feb 06, 2006* -- idententric, an exclusive provider of identity and security solutions, recently announced the availability of idBUS, a powerful Service Oriented Architecture (SOA) middleware product for identity management. idBUS is designed to facilitate rapid enablement of identity aware applications within the enterprise using a web service interface.

By leveraging idBUS, a company can substantially reduce the costs, timelines, and complexity of its identity integration efforts. "Instead of replacing established infrastructure, idBUS works with existing identity management investments to expose a high-level, pure web service, view of underlying functionality", said Stephen Lombardo, founder of idententric. "idBUS simplifies identity management integration and builds an effective economy of scale around identity services. Cost reduction is realized through accelerated adoption, increased utilization, and operational efficiency."

As organizations increasingly adopt identity management technologies to address regulatory compliance issues and increased security requirements, they are faced with a number of challenges. Most significant are the costs and complexity of identity integration and application enablement. Current models can place a tremendous burden on participants involved in the integration process. Plus, enterprises often have a variety of underlying identity management components, frequently from different vendors, and each with varying levels of overlapping functional responsibility.

Service oriented architecture and web service technology has been almost universally embraced as a way to fundamentally simplify and standardize integration between disparate software platforms. "Using idBUS, a company can effectively leverage SOA models and develop a robust contract between identity service providers and identity consumers", said Lombardo, "idBUS brings the benefits of SOA to the realm of identity management."

### **About idBUS**

Built on established standards, and boasting broad service interoperability between Java and .NET platforms, idBUS can extend its benefits to virtually any environment. idBUS provides a framework of web services that immediately meet common identity integration requirements. idBUS minimizes the implementation challenges that regularly occur when a company must integrate a portfolio of applications with their identity management platforms, which may include LDAP directory services, virtual directory services, web single sign-on, access management, metadirectory, and provisioning tools. idBUS works alongside existing products and technology to ease application enablement, reduce costs, cut complexity, and increase the effectiveness of identity management investments. For additional information about idBUS please visit <http://www.idententric.com/products/idbus/>.

### **About idententric**

idententric is an exclusive provider of identity management solutions that enable large companies to rapidly deploy and integrate identity aware applications across multiple enterprise platforms. idententric's flagship software, idBUS, exposes a service-oriented view of an organization's identity infrastructure and repositories. Idententric's service organization focuses on providing senior expert resources that mitigate the risks of complex identity and security projects. For additional information on idententric please visit <http://www.idententric.com/>.

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