

## Celo Web

The rise of e-commerce and mass storage of customers' personal data has made retail systems a target for online fraud. In addition, social networking sites are increasingly the subject of identity crime.

Celo Web addresses key security issues covered by the Payment Card Industry Data Security Standard (PCI DSS). It enforces verification of back office staff and satellite branches logging into central systems to access customer data or process transactions, and can help merchants achieve PCI DSS compliance.

In addition, e-commerce customers and users of social networking, finance and gambling websites are assured that their personal data is being managed securely.

Built around familiar use of a mobile phone, Celo Web is incredibly easy to deploy and use. It is also an innovative marketing tool, allowing targeted promotional messages to be delivered via SMS text message at the same time as a secure password. Messages can be targeted at specific customers when they are not only expecting to receive relevant information but are also in a position to act on it.

### Benefits

Simple, secure and cost-effective plus:

- ✓ Secure out-of-band password delivery via text message to user's own mobile phone
- ✓ Ensures customer confidence in your data security policy
- ✓ Highly customisable to suit individual requirements
- ✓ PCI compliant
- ✓ Users able to self-manage password accounts
- ✓ Load tested to one million+ users
- ✓ Reduced admin/support costs - no other software to deploy
- ✓ Enhanced customisable activity log and reporting function for back office departments and customers
- ✓ Built to ISO27001 security standards
- ✓ Innovative marketing tool - ability to send promotional messages with secure password
- ✓ Effortless to support, monitor and manage

### Customer Quotes

#### UK Ministry of Defence (MOD)

*"As an executive authority of the UK Ministry of Defence, the security of the DSA's Internet based system [www.edisposals.com](http://www.edisposals.com) is of paramount importance. In addition to the normal security expected for Internet-based systems, it was important that the solution would be both effective and easy to implement, and simple for Users to understand and use. Various systems were considered and Celo delivers exactly that: a simple yet highly effective solution that gives us the confidence that our systems remain safe from unwarranted intrusion"*

*Les Taylor, Director: Business Development & Information Systems,  
Disposal Services Authority*