

# Customer Case Study

## Strong Authentication for virtual data rooms – iRoom

**Overview**

Imprima provides financial institutions, law firms and issuers with the means to manage and market their Capital Markets and M&A transactions through data room solutions. iRooms are recognized as the leading European virtual data room service.

**Business Situation**

Imprima deals with financial communications needs and is trusted sensitive data and documents which need to be held securely. Stringent access controls are a key consideration and the clients need to control of who sees what and when.

**Deepnet Solution**

Deepnet QuickID soft tokens provide strong, two-factor authentication solution to verify users' identity by One-Time Password (OTP) sent to the users' mobile phones via SMS messages.

**Benefit**

Deepnet QuickID low up-front and management cost ensure wide-scale deployment of strong authentication to projects managed by Imprima. Deploying Deepnet QuickID increased consumer trust, giving them confidence that the sensitive data is strongly protected and absolutely secure.

**The growing importance of two-factor authentication when dealing with sensitive customer data**

**Michel Gillmann**  
**Rooms Group Coordinator, Global Business Development**

"Protecting customer information is a critical consideration for our business, as we are dealing with highly confidential and sensitive data. We deal with sensitive data that needs to be protected at all times. The response from our customer has been very positive, already the majority of our customers have chosen to adopt the new technology. The feedback has been tremendous, our customers appreciate the introduction of strong, two-factor authentication and it is giving them confidence that the data is strongly protected and absolutely secure in iRooms."

**Customer Profile**

Imprima provides rapid, flexible and complete solutions for all financial communications needs to Investment Banks, Financial Institutions, Law Firms and corporations across the world. Established over 100 years ago, Imprima is one of the leading global financial communications companies, with offices across Europe, the US and Asia and with close affiliates in more than 40 key financial centres worldwide. Imprima is part of the Mercurius Groep bv, a specialist printing group with a combined Group turnover of Euro 135 million Euros.

Imprima produce all sizes and types of documentation, from the largest privatisations to the smallest disposals, including: demutualisations, IPOs, equity issues, securitisations, high yield deals, contested bids and defences, cross-border M&A deals - many of the above on a global scale. Imprima is trusted with the most important organization data that the enterprises possess. Due diligence is a meticulous process involving the company, its management and key employees, as well as legal and financial advisers. Stakes are high and their impact on operational processes can be considerable.

**Situation**

On average each iRoom provides online access to about 5 teams of about 10 to 30 Investment Bankers, Lawyers and Domain Specialists; thus 50 to 150 people from top 10 Investment Banks, Legal Firms, Corporate and Private Equity access different levels of information. Internet security and customer confidence is a priority.

The objective was to offer a level of security unavailable in a physical data room and other online services, by exceeding market standards. However, the security measures put in place should not compromise the user-friendliness of the data rooms for either the deal manager or bidders. All projects have advanced and stringent data access controls, the client is in full control of who sees what and when. Each bidder's access is fully monitored and can be suspended at any time.

**Solution**

Imprima required a strong, two-factor authentication solution to verify users identity. Deepnet QuickID was chosen to strongly authenticate the user's identity by delivering One-Time Passwords (OTP) to the user's mobile phone via SMS messages. A key consideration was that QuickID is a token-less strong authentication solution that is compatible with all mobile phones. It does not require end-user deployment and it offers the flexibility for the project administrator to decide who requires authentication and when. The low up-front and management cost ensure wide-scale deployment of strong authentication to projects managed by Imprima.

By deploying Deepnet QuickID Imprima managed to increase customer trust, giving them confidence that sensitive data is strongly protected and absolutely secure.

