



A Year in Review: Our achievements of 2017

It's been a year of innovation and growth, here at Secret Double Octopus, from developing new cutting-edge authentication products to partnering with other IT industry leaders. With the year coming to a close, we're taking the opportunity to recall some of our important milestones from 2017.

The Octopus Authenticator is Born

In March, the company launched its authenticator app designed for use at the enterprise level. The Octopus Authenticator marked the first introduction to the broader market of authentication tools based on Secret Sharing, the algorithms that for decades have been used to keep the most sensitive governmental and military assets secure.

Listed as one of Business Insider's "25 coolest tech companies in Israel"

In May, *Business Insider* features Secret Double Octopus on its list of "25 coolest tech companies in Israel." The important exposure put the company on the map together with the some of the most innovative Israeli IT start-ups.

Entered a Global Joint Business Relationship Agreement with PwC

For its second show of confidence in the company, PwC sealed a Global Joint Business Relationship Agreement with Secret Double Octopus. This followed PwC's recognizing Secret Double Octopus as one of its "game-changer" companies in the category of Global Financial Services Innovations. Through the partnership, PwC began introducing the Octopus Authenticator for its authentication and other related services.

Signed a pan-EMEA distribution agreement with Tech Data Europe

In June, Tech Data Europe's specialist brand for distributing software solutions Azlan, entered a pan-EMEA distribution agreement with Secret Double Octopus. Announcing the partnership, Azlan's Networking Solutions Director David Harvey stated that by bringing Secret Double

Octopus into their vendor portfolio, “Azlan enriches its security offerings with an innovative solution that addresses customers’ authentication challenges, is scalable, and easy to deploy.”

Top Cybersecurity Company on Momentum Partners’

In October, Silicon Valley-based cybersecurity investment bank Momentum Partners included Secret Double Octopus in its exclusive Q3 Watch List for 2017. The Q3 list includes only 10 cybersecurity companies each quarter, and is drawn from a pool of 2,500 firms after carefully weighing feedback from the field and considering a variety of growth and innovation factors.

20 Most Promising Identity Solution Providers – 2017 CIOReview

In November, the company was chosen by CIOReview as one of the 20 Most Promising Identity Solution Providers for 2017. Secret Double Octopus was singled out by CIO for its “leveraging of secret sharing algorithms to minimize user vulnerability” as well as the innovation of being able to turn any “mobile phone into an authentication device.”

Business Insider: 50 startups that will boom in 2018, according to VCs

The company grabbed its second exposure from *Business Insider* in November, when the outlet featured Secret Double Octopus on its list of “50 startups that will boom in 2018.” The featuring article stated that the company’s Octopus Authenticator “makes passwords a thing of the past” with key-less, secure logins.

2017 Gartner Market Guide for User Authentication

In early December, Secret Double Octopus was included in Gartner’s 2017 Market Guide for User Authentication as a Representative Vendor in the “user authentication” category. In the 2017 Guide, Gartner projected that the mobile-push method utilized by the Octopus Authenticator “will become the dominant phone-as-a-token method over the next one to two years.”

Looking Ahead

We are proud of our hard earned accomplishments. We look forward to continuing to partner with leading IT and cybersecurity firms around the world, taking the global standard of authentication to the next level.