

**ROBOFORM ENTERPRISE ENDS PASSWORD WOES
WHILE INCREASING SECURITY FOR 120-COMPANY CONSORTIUM**

*M Financial Group, Comprised of 120 Member Firms Across the U.S., Finds Client-Based
Password Management Application Superior to Single-Sign-On Solutions*

FAIRFAX, VA — May 12, 2009 - Wealth management and confidentiality go hand-in-hand. So much so that M Financial Group, a nationwide financial services company serving ultra-affluent and corporate clients, was being overwhelmed by the very security protocols necessary to ensure the confidentiality of its operations.

M Financial, comprised of 120 independent member firms in 36 states, exists to serve its membership by helping them offer specialized wealth management strategies and solutions. The Portland, Oregon firm supports a community of 2,000 professionals across the country who are actively engaged in investment management, estate planning, executive compensation, employee benefits and other disciplines.

Because their daily tasks require them to access numerous user accounts, secure transaction platforms, proprietary applications and other sensitive computing platforms, professionals at M Financial firms were often compelled to complete logins at a rate of up to 20 per hour. Such difficulties were causing many employees to create workarounds such as reusing username/password combinations; in other cases, users often forgot login information.

To address the situation, the IT security staff at M Financial embarked on a mission to identify an effective [password management solution](#). “Password resets were one area that we hoped to reduce. We also wanted to ensure security by encouraging users to use different logins and passwords for each site,” said Tony Atkins, Client Service Analyst in M Financial’s IT Operations group.

At first M Financial sought out an Enterprise Single Sign On (ESSO) solution. It adopted, then subsequently abandoned, two high priced ESSO initiatives due to the complexity of integrating them with backend systems and administering them remotely. Traditional ESSO, the group concluded, was too complicated and time-consuming for their distributed infrastructures.

Anxious to find a workable alternative, the team looked at a password management application being used by Curt Rynties, M Financial’s Vice President of Information Technology. Rynties had been using the consumer version of RoboForm Enterprise for more than six months, with good results. “The ability to set and manage password requirements made the solution very valuable for an organization like M Financial,” Rynties stated.

To affirm RoboForm Enterprise’s security and reliability features for the entire organization, Rynties challenged his IT security team to break into his personal credentials. The break-in never occurred. After further testing, M Financial purchased RoboForm Enterprise and immediately introduced it to its member firms.

With the rollout of RoboForm Enterprise, a distributed application, to the employee PCs of its member firms, M Financial has been able to reduce workers’ login process to a single mouse click. The new solution allows individual employees to store all their login information in a highly secure “password vault” on their PC; the vault, which requires only one master password, automatically fills in login information for numerous sites and applications.

Since it automates the entire login process, the solutions is easy for end users to learn. Additionally, M Financial has realized significant IT resource savings. “We had a 20% decrease in support requests to reset passwords last year,” Atkins states. What’s more, RoboForm Enterprise has allowed the IT group to enhance its password policies with more random and complex passwords.

Each member firm has been able to easily adopt RoboForm Enterprise using the application’s straightforward installation process, without having to touch their current security and application infrastructures. Finally, thanks to RoboForm Enterprise’s “Dual Master Password” feature, managers can give co-workers one-time access to individual sites or applications to others without actually divulging login data—a powerful productivity tool.

Since implementing RoboForm Enterprise, M Financial’s member firms have consolidated their average of 40-50 username/password combinations per user to one master password. “RoboForm Enterprise provided 90% of the value that the Enterprise Single Sign-On solutions promised, with only 10% of the effort at a fraction of the cost,” said Rynties.

“As M Financial learned, expensive and time-consuming ESSO solutions are not the only way to address your password management needs,” said Bill Carey, Siber Systems VP of Marketing. “M Financial is a perfect example of how RoboForm Enterprise can be deployed quickly and cost-effectively, which is critical in today’s challenging financial environment.”

In March 2009, Siber Systems completed a case study detailing how M Financial implemented RoboForm Enterprise and achieved a 20% reduction in support requests for password resets as well as reduced on average 40-50 logins per user to one per user. For a free copy of the case study, visit <http://www.roboform.com/enterprise/resources/case-studies>.

About Siber Systems:

Founded in 1995, Siber Systems creates and markets software products to consumers and businesses around the world. Our software is highly acclaimed and has received numerous awards including PC Magazine Editor’s Choice, CNET’s Best Software of the Year, and PC World’s “25 Products We Can’t Live Without.” The company’s flagship products, RoboForm and GoodSync, are used by millions of people worldwide, with registered customers in over 100 countries. GoodSync, an easy and reliable automatic file synchronization program, was released in 2006 and already enjoys favorable reviews from users and the press. RoboForm Enterprise has been solving password management problems quickly, easily and cost-effectively since 1999. RoboForm Enterprise reduces employee passwords to one secure, master password and provides an easy and cost-effective way to improve password security while making employees more productive and helping organizations to recognize immediate IT cost savings. As part of the company’s strong commitment to customer satisfaction, its software comes with a risk-free trial. Headquartered in Fairfax, Virginia, Siber Systems is privately held.

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