

# German-Engineered Specialist MFA Solution, Breaks the US

**In a new agreement signed this month, IDEE GmbH & Liquid PC enter partnership, providing Liquid PC and its partners access to AuthN by IDEE in the United States.**

**Munich, Germany – APRIL 20, 2023:** As the first distribution agreement for AuthN in the US, the deal marks the launch of the German-engineered specialist MFA solution into a vast new territory. The partnership provides Liquid PC with a highly differentiated and innovative product accompanied by an aggressive cost leadership strategy. Already boasting a diverse portfolio of solutions including collaboration, virtualisation, cloud and security, this new cooperation provides a complimentary technology add-on for Liquid PC and its partners, facilitating new revenue growth and market-development opportunities.

The goal was to identify the right partner to support IDEE's launch in the US. The US represents a significant opportunity due to the size and maturity of the market. The United States' strong culture of innovation and technology makes it an attractive target for cutting-edge solutions and emerging technologies and the timing coincides with demand; the current US administration is tightening regulation as cyberthreats continue to significantly increase the world-over.

Having spent 18 years investigating cybercrime and working in heavily regulated industries in New York, IDEE's Founder and CEO, Al Lakhani, is armed with an intricate understanding of the complexities of this market as well as the wider environment, which has made the move all the more accessible.

Advantages of the partnership & the technology:

- Although adoption is good in the US, MFA solutions need to be much quicker. AuthN by IDEE offers a lightweight solution that can be rolled-out to a company of any size, in just 15 minutes, making it effortless and scalable and a perfect fit for Liquid PC's customer base of MSPs, resellers and VARs.
- AuthN by IDEE is the only MFA solution that can protect against all credential phishing and password-based attacks whilst simultaneously offering single device authentication with no need to install additional software or use any further hardware.
- Expanding upon a FIDO2 compliant architecture, the SaaS solution boasts zero agents, zero trust, zero knowledge and zero PII, making unauthorised hi-jacking of user profiles and accounts impossible, and solving one of the most urgent industry challenges.

*"We are excited to be kicking off this collaboration with LiquidPC, which represents a significant milestone in IDEE's expansion. This new relationship agreement enables us to not*



*only reach new territories, but to expand our reach with a partner that is perfectly aligned to our own values.*

*This comes at a time when the adoption of true phish-proof MFA has never been more urgent. This agreement means that LiquidPC partners can immediately improve their customers' cybersecurity resilience, help them reduce costs and increase user satisfaction,"* said Alex Christophe, Sales Director, IDEE.

*"AuthN fits perfectly into the LiquidPC portfolio, giving partners access to a one-of-a-kind solution that protects against the most devastating of cyber-attacks. AuthN by IDEE integrates with all major applications and software with countless use cases. The reason it works so well for the channel, is that it removes complexity. Best of all, it unlocks a vast market of users who are currently not using any type of MFA or might be using an app-based MFA with limited results. This creates a fantastic margin opportunity for our partners, with what we think is the most compelling MFA offering on the market today"* said Taylor Albertini, Vice President at LiquidPC.

#### **ABOUT IDEE**

[IDEE GmbH](#) is the German technology vendor behind AuthN. AuthN by IDEE enables people, organizations, and systems to connect privately, securely, and safely using the world's first 100% passwordless and 100% phish-proof identification, authentication, and authorization solution. Founded in 2015 IDEE is already recognized as a technology leader, serving highly regulated financial giants such as Deka Bank with its privacy-first approach to identity access. Privacy means it collects and stores zero personally identifiable information from any user, organization, or device, uniquely solving the most urgent and age-old industry problem of identity-based attacks with slick, frictionless, and easy-to-adopt solutions.

#### **ABOUT LiquidPC**

Liquid PC was founded in 2000. It is a women-owned global distributor and a trusted advisor to a large variety of diverse organizations. They work with companies across multiple industries to support all 50 states and beyond. Headquartered on the seacoast of Portsmouth, New Hampshire, the corporate office is complete with a 6,000 square ft warehouse to accommodate drop ship orders and inventory management. Their mission is to provide excellent customer service and generate revenue for their partners, while continuing to adapt to the dynamic landscape of the industry and maintain their small business culture and values.

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