



PRESS RELEASE

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## **Securify Identity Firm to Showcase Advanced Identity and Access Management Solutions at GISEC'24 Exhibition**

*Securify Identity, Turkey's leading cybersecurity company, is pleased to announce its participation in the upcoming GISEC Exhibition, a premier event dedicated to cybersecurity solutions. The exhibition will be held at the Dubai World Trade Centre from April 25th to April 27th, 2024. Securify Identity will be located at Hall 7, Stand C30.*

According to Gartner, the use of automation in identity and access management can reduce operational costs by up to 30%. Furthermore, statistics reveal that in 2023, 86% of web app breaches caused by credential abuse, highlighting the critical importance of robust IAM solutions.

As cybersecurity becomes increasingly vital, IAM plays a crucial role in safeguarding digital assets and preventing potential security breaches by managing identities and controlling access to sensitive data and resources.

Securify Identity's IAM platform offers comprehensive solutions to address evolving cybersecurity challenges for companies. Utilizing a range of features including Multi-Factor Authentication, Adaptive Access Control, Single Sign-On, Behavioral Biometrics, User Lifecycle Management, Risk-Based Authentication, and Self-Service Password Reset. These features ensure seamless operation, strike a balance between security and usability, and offer a rapid customization response.

"Identity and access management is a critical component of cybersecurity," said Dr. Yusuf Uzunay, CEO of Securify. "Our IAM platform not only simplifies identity and access management for our customers but also enhances their security measures significantly. We are proud to present our solution at GISEC."

Securify's participation in GISEC underscores its commitment to providing top-notch cybersecurity solutions to both local and international clients. The company invites all attendees to visit Hall 7, Stand C30, to learn more about its innovative IAM platform and explore potential partnership opportunities.

**About Securify:**

With over 20 years of research and development experience, Securify stands as a leading cybersecurity firm headquartered in Turkey, with additional offices in the USA and Dubai. Boasting a rich clientele from various sectors and a dedicated professional team, Securify continues to prioritize customer-centricity, research, solution-oriented approaches, and reliability.

Securify has experienced remarkable growth, with a 63% increase in customer base, 50% increase in active partner ratio in 2024. The company aims to solidify its position as a leader in the identity and access management systems sector in Turkey and expand into new markets with channel management.

To learn more about Securify Identity and Access Management Platform, visit:

<https://www.securifyidentity.com/securify-iam-platform>

**For Further Information and Inquiries:**

**Website:** [securifyidentity.com](https://www.securifyidentity.com)

**Social Media:** Securify Identity (LinkedIn/YouTube/Twitter/Instagram)

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