



## Pizza Hut UK Cooks Up Strong Security for Remote Employees

ALADDIN'S eTOKEN SIMPLIFIES AUTHENTICATION PROCESS WHILE INCREASING SECURITY FOR THE COMPANY'S VITAL ASSETS

*"[Our employees] needed something simple, yet effective; Aladdin's eToken was the answer."*

**Richard Fox**

Project Manager  
Pizza Hut (UK) Limited

With several hundred employees of Pizza Hut (UK) Limited traveling and working outside the office, the company knew it had to find a state-of-the-art solution to easily allow employees to gain access to its network without sacrificing much-needed security. Recently, Pizza Hut (UK) Limited deployed Aladdin's eToken in order to ensure strong, two-factor authentication for remote employees – the result was fast authentication, easy deployment/maintenance, and happy employees.

Aladdin's eToken, a fully portable USB authentication device, provides remote Pizza Hut UK users with a simple, yet strong method of protecting their digital identity. Replacing the organization's previous RSA SecureID solution, eToken heightens security while also streamlining the authentication process for users when remotely accessing networked data.

Richard Fox, project manager for Pizza Hut (UK) Limited said, "eToken will provide a cost-effective solution while allowing us to manage the solution ourselves. Recognizing that our users are business managers, not IT specialists, we required a simple USB device that simply plugs into the laptop with a PIN number being entered by the user. They needed something simple, yet effective; Aladdin's eToken was the answer."

With an initial deployment of eTokens in full use, Fox plans on aggressive, expanded use of eToken's high encryption and secure digital certificate capabilities. eToken's two-factor authentication requires something the user has (the eToken), and something the user knows (a PIN).

**Benefits:**

**Simple, fully portable authentication for remote employees – eToken use is easy enough even for the least tech-savvy remote employees.**

**Cost-effective solution allowing for easy management – Not requiring constant outside support, eToken reduces costs and streamlines implementation and maintenance.**

**Powerful, reliable identity management solution – eToken's two-factor authentication protects important internal data.**

**About Pizza Hut (UK)**

Pizza Hut UK currently has almost 600 outlets, including 350 dine-in restaurants and 170 home delivery outlets. Pizza Hut is a division of Yum! Brands Inc – the world's largest restaurant group – with over 30,000 outlets in 90 countries. Pizza Hut UK is a 50/50 joint venture between Yum! Brands Inc and Whitbread Group PLC. The company currently employs almost 20,000 people in the UK. Whitbread Group PLC is the UK's leading leisure business, employing 70,000 people in leading brands in the hotel, restaurant and active leisure markets. Find out more at <http://www.pizzahut.co.uk> .

**About Aladdin's eToken**

Aladdin (Nasdaq: ALDN) is a leader in digital security, providing more than 30,000 customers with solutions for software commerce and Internet security since 1985. eToken, Aladdin's USB device about the size of a normal house key, is the ultimate device for securing networks and e-Business platforms. It offers a fully portable and cost-effective means to authenticate users and to digitally sign sensitive business transactions. Utilizing state-of-the-art technology, eToken offers advanced Smartcard functionality with a robust onboard cryptographic processor such as 1024-bit RSA, 3xDES and SHA1 algorithms.



**For more info: [eAladdin.com/eToken](http://eAladdin.com/eToken)**

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