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Simplexo joins the Cloud Industry Forum

- *UK based technology company becomes latest organisation to join CIF and to support its Code of Practice –*

Simplexo today announced it has formally joined the Cloud Industry Forum (CIF), an industry body established to promote trust, security and transparency within the sector.

Simplexo is a UK based technology company focused on unified search and secure access software. Simplexo technology can provide secure universal access to electronic content in the form of documents, emails, corporate systems, databases and web content.

Simplexo recently launched a web-based client application called "SearchYourCloud" whereby Simplexo technology can be used to deliver an ultra-secure method of accessing information stored in the cloud. The service allows files stored on one or more computers to be replicated to a personal cloud store.

Simon Bain, CTO and Founder of Simplexo commented: "We fully support CIF's goal, which is to assist business users in identifying and investing in secure and robust Cloud services. We have been focused on delivering innovative new technology to provide secure search for the cloud, so we are aware of the importance of best practice in this sector. We understand the value of Cloud Industry Forum's messaging and we are delighted to be joining them in championing their Code of Practice."

Andy Burton, chairman of the Cloud Industry Forum, stated: "The challenge of security in the cloud is not a new technical one, it is one of defining responsibility and accountability in a new supply chain for the whole solution. By nature SaaS, PaaS and IaaS require different parties (from Service Provider to End User) to take their respective responsibility for access control, authentication, firewall management, physical DC security, antivirus, anti-malware, encryption and the like. Simplexo's support will be much appreciated in future developments of the Code of Practice and our market education activity. The company has demonstrated real innovation, and we very much look forward to working with them to further increase the adoption of cloud-based services."

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About Simplexo Ltd

Simplexo Ltd is focused on delivering a new experience in mobile search, and is founded on a solid history in electronic document management and retrieval.

Today, Simplexo technology is delivering value to individuals and organisations by enabling them to remotely access personal & business information, web and social networking content.

About the Cloud Industry Forum (CIF)

The Cloud Industry Forum (CIF) was established in direct response to the evolving supply models for the delivery of software and IT services that has expanded well beyond the traditional on-premise method to one that now embraces hosted and/or, pay-as-you-use Cloud solutions.

CIF's purpose is twofold: To drive a common and public level of transparency

about the capability, substance and best practices of online Service Providers (SaaS, PaaS, IaaS, Web hosting providers etc) through a process of self-certification to a Code of Practice. Second, this Code of Practice, and the use of the related Certification Mark on participant's web sites, provides comfort and promotes trust to businesses and individuals wishing to leverage the commercial, financial and agile operations capabilities that the Cloud based and hosted solutions can offer. CIF is ensuring the integrity and governance of the self-certification process through regular random audits as well as investigating complaints from parties that challenge any specific participants self-certification status.

Our ambition is to bring business consumers and suppliers of Cloud and Hosted Services closer together in a trusted, sustainable and rewarding ecosystem.

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