

Powering Up SmartLogin® by Smarticon Technologies LLC

While searching for a more convenient way to log into websites, Kirk Godby, founder of Fort Worth, Texas based Smarticon Technologies LLC, found a solution. Godby, hit upon the idea for SmartLogin® when he realized how much time he spent logging into websites throughout the day. “When I figured out how much time went into entering web addresses, usernames and passwords, I decided there needs to be an easier way,” he says. “I hated the whole process of manually logging into websites; trying to remember my username and password and typing it in, and how much time it took to get where I wanted to go.” he says. Godby’s idea was to leverage the real estate on the customer’s computer desktop to deliver a branded app that allows customers to log into a retailer’s or service provider’s web site with a single click.

With this concept in mind, Smarticon Technologies developed SmartLogin®, a patent pending desktop application featuring the client’s brand in the form of an icon that resides on the PC desktop, browser toolbar, and Quick Launch taskbar and that automatically logs customers into their personal accounts when clicked. For consumers, it is free to download and use and it provides a convenience previously not found. For businesses, SmartLogin is a powerful new marketing vehicle designed and built around driving online transactions. The marketing firepower comes when the customer downloads the SmartLogin app to their desktop. Here it provides clients with 24/7 desktop advertising, branding and marketing exposure that is proven to increase sales and profits while bolstering customer engagement and loyalty.

The SmartLogin® app does not use cookies, and can be downloaded from a client’s website or via email in 20 seconds. The app is designed to be installed quickly and easily by anyone without regard to

computer administrator rights, security settings and virus software interference. SmartLogin® offers full encryption technology and follows Payment Card Industry (PCI) standards and guidelines for enhanced security in online purchases. Retailers and service providers who process credit cards through their websites will readily welcome SmartLogin, as it does not affect the client’s PCI compliancy, explains Godby. He added that his company hired a Qualified Security Assessor (QSA) to ensure SmartLogin® was developed with and maintains the highest levels of security integrity.

With SmartLogin® developed and tested, Godby introduced it first to same day courier and delivery companies figuring it could be one of the highest and best uses of the application. SmartLogin® proved quickly that a branded icon with one click access generated more online orders, fewer phone calls, increased customer loyalty, and reduced backend labor cost, all with no IT support issues. With over 40,000 installs in the same day courier delivery industry he decided it was time to take it nationally to the big players. And he did just that in November, 2009 when the storied Dallas Cowboys NFL franchise embraced SmartLogin® and began offering it to fans and customers of the team’s Official Online Pro Shop located at <http://shop.dallascowboys.com>.

Smarticon Technologies LLC is in discussions with several national clients, and plans to stay the course by licensing to local and national clients while getting the word out on a national level. “Our goal is for all businesses small and large to be able to reap the rewards and benefits that SmartLogin® offers. We’ve done all the right things and believe we have a nice plan in place to make our goal become a reality.” Godby closed.

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smartlogin®

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Powering Up SmartLogin® by Smarticon Technologies LLC con't.



SmartLogin® is fast, easy and free for anyone to download and use. In just 20 seconds, the Dallas Cowboys logo app will be on the customer's desktop, fully installed and ready for this online buyer to be directly linked into their Cowboys Online Pro Shop account with just one click.



SmartLogin® is "win-win" for everyone.

The customer now has the convenience of one click, instant access into the favorite websites they buy from without having to remember password, username or manually log in. The business now has a 24/7 presence on the high profile desktop; a powerful advertising, branding and marketing opportunity designed to strengthen customer loyalty and increase sales.

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