



Finding a Balance between Security and Convenience

Security is all about taking multiple precautions and a layered approach. Due to recent regulations like the FFIEC guidance and emerging sophisticated threats such as phishing, Trojans and Man-in-the-middle attacks, banks must implement a layered solution that covers multiple areas – for example, one that simply tries to protect the login alone is inadequate.

We believe that a three pronged methodology is best: 1) be proactive and protect customers from phishing, pharming, Trojans, etc before they reach the bank; 2) protect customers when they go online by authenticating them to the bank's website and vice versa; and 3) once customers are logged in, monitor their accounts in real-time for fraudulent activities. At RSA, The Security Division of EMC, we cover all three with our RSA FraudActionSM anti-phishing service, RSA[®] Adaptive Authentication for Web, and RSA[®] Transaction Monitoring.

The beauty of the number one and three approaches is that they are invisible to the customer. FraudAction constantly monitors the Internet for copycat bank websites and takes them down, while Transaction Monitoring is unobtrusively and transparently running behind the scenes to watch for unusual account activities. The RSA[®] Risk Engine tracks hundreds of fraud indicators in order to detect fraudulent activity. It reduces online fraud losses and related costs, with a minimal effect on genuine customers.

Likewise, RSA[®] Adaptive Authentication for Web uses our robust Risk Engine to look at numerous factors such as device, location, normal login patterns, etc to protect the customer's identity during the sign-in process. A primary design goal is to minimize customer interruption during normal operations – just when there is a reason to because of unusual activities. Only if an activity is deemed high-risk by the Risk Engine is an online banker challenged to provide a secondary form of authentication. These risk thresholds can be configured and adjusted by each bank based on their risk tolerance levels. banks can also implement our site-to-user module which helps increase consumer confidence in the online channel and provide a sense of security when banking online.

It is important to recustomer that the FFIEC guidelines call for protecting all electronic transactions, not just those on the Internet. That is why we developed RSA[®] Adaptive Authentication for Phone which is the industry's first risk-based authentication solution designed to protect a bank's telephone banking system. Just like Adaptive Authentication for Web, this module is designed to be as convenient as possible for customers while still providing excellent risk management capabilities for the bank. In action, only callers or transactions flagged as high-risk by the Risk Engine are challenged with secondary authentication in the form of one-time passwords, biometric voiceprint samples, or additional content match questions.

With threats growing and evolving everyday, banks need a security strategy in place, not just a one dimensional software application. At RSA, we provide a single platform that looks across multiple channels to deliver a holistic view of the customer and their relationships with the bank. Our solutions, already in use by hundreds of banks nationwide, protect banks and their customers – today and going forward.



Marc Gaffan
Director of Marketing

Marc Gaffan is the Director of Marketing, Consumer Solutions Business Unit at RSA, The Security Division of EMC and has over twelve years of technology, product management and marketing experience. Mr. Gaffan directs the marketing and product marketing efforts for the business unit's consumer offerings that are designed to bolster security and confidence in the online channel by protecting online organizations, their brands and their customers against fraud and the latest online threats. Mr. Gaffan holds a double major B.A. in Computer Science and Economics from Tel Aviv University and an MBA in Marketing from the Recanati Graduate School of Business Administration.



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