



The Time is now: Identity Protection with Fraud Detection

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Summary

- The new normal has forced an acceleration of customer acquisition across digital channels
- Ongoing Account Monitoring and Account Takeover protection is another key area of concern given the recent expanded attack surface
- The high fraud risk level during the initial customer acquisition and for new accounts is a key challenge for most enterprises.
- Markets and capabilities for **Consumer anti-fraud, User Authentication & Identity Proofing** converging to deliver wholistic fraud prevention solutions
- RSA has always been at forefront in fighting fraud



RSA Risk Engine™ delivers transparent authentication



RSA Adaptive Authentication

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- Best in class Fraud Protection
 - Low Friction for seamless Customer Experience
 - Achieve Regulatory Compliance

The Time is now: Identity Protection with Fraud Detection



IDENTITY PROOFING

A proven and reusable identity, controlled by the user. Can use citizen or employer credentials. Includes biometrics

USER AUTHENTICATION

Present cryptographic proof that was previously enrolled. Does not rely on any secrets or external MFA.

FRAUD DETECTION

Use identity proof as part of the fraud detection process. Ask the user for higher levels of identity when required.

Triade Benefits

Increased fraud protection, with coverage extended to new account enrollment

- Reduce Account Enrollment fraud
- Reduce Account Takeover fraud

Improved CX

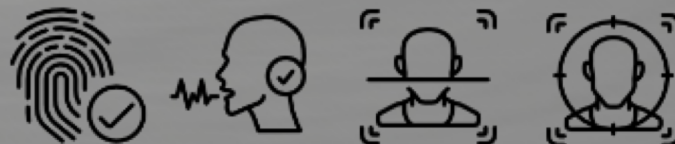
- Higher fraud prevention with frictionless challenge rates
- Unified FIDO enabled auth solution protecting both login and post login transactions

Integrated Solution For Improved operational efficiencies

- Eliminate the operational costs associated with in-branch account opening, managing passwords and integrating traditional 2FA solutions at login or post login

2 Authenticate

Identity-Based • Built-In MFA



Biometric Verification

FIDO, SAML, oAUTH, oIDC, AAL3

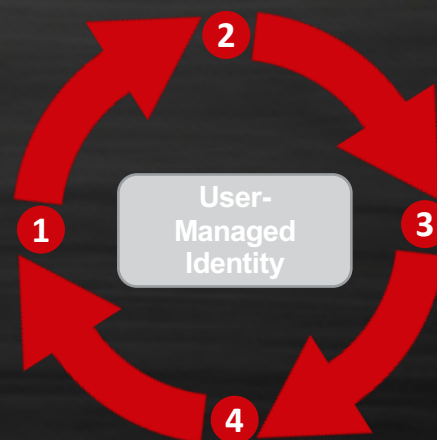
1 Enroll Identity

Verify • Triangulate • Store



Private Key Biometrics Corporate Identity Gov-Issued Documents Bank/Telco Identity

W3C-DID, NIST 800-63-3A-IAL3, eIDAS



3 Verify Credentials

Consent-Based • Zero-Knowledge Proof



Industry and Personal Identity Attributes and Credentials

W3C-VCs

4 Integrated Risk Assessment



Identity assurance levels factored in risk assessment and policy rules

New Product Capabilities

Digital Identity Enrollment Protection

Identity proofing techniques to build confidence in presented identity for new customers

- Create a stronger binding of digital identity with physical identity
- Strengthen document verification against tampering and other fraud through verification against 3rd party databases
- Maintain lower fraud rates by performing Identity verification against other reliable identity sources like Bank databases

Frictionless user experience at higher Identity Assurance Level through lower risk scores and modified policies

Deliver digital KYC capabilities for a better customer experience

Higher operational efficiency by eliminating the visits to branches and faster onboarding process

New Product Capabilities

Enhanced ATO protection (with FIDO enabled Password-less Auth)

- **Reduce ATO fraud with stronger protection of the login process**, by binding of the digital identity with physical identity
- Eliminate poor fraud protection from passwords and traditional 2FA solutions
- **Deliver a unified authentication experience for both login and post login transactions**
- Improve CX, through FIDO enabled Password less authentication
- Frictionless user experience verified at a higher Identity Assurance Level through lower risk scores and modified policies (phased in)
- **Increase operational efficiencies from one integrated solution, eliminating the cost of managing password resets**

TakeAway

- **Improve CX still maintaining high fraud detection rate**
- **Build out a more secure digital identity**
- **New Account Registration Protection**
- **Password-less authentication**