Adaptive Authentication using insights from telco data

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callsign

What are the challenges?

Challenge One

Financial Fraud

Criminals successfully stole £1.2 billion through fraud and scams in UK in 2018.

Challenge Two

Identity Theft

14.4 million victims of identity theft in U.S in 2018

1 million children..

Challenge Three

Strong Customer Authentication

SCA is a requirement of the EU Revised Directive on Payment Services (PSD2) on payment service providers within the European Economic Area.

The requirement ensures that electronic payments are performed with multi-factor authentication, to increase the security of electronic payments.

Challenge Four

Banking Globally

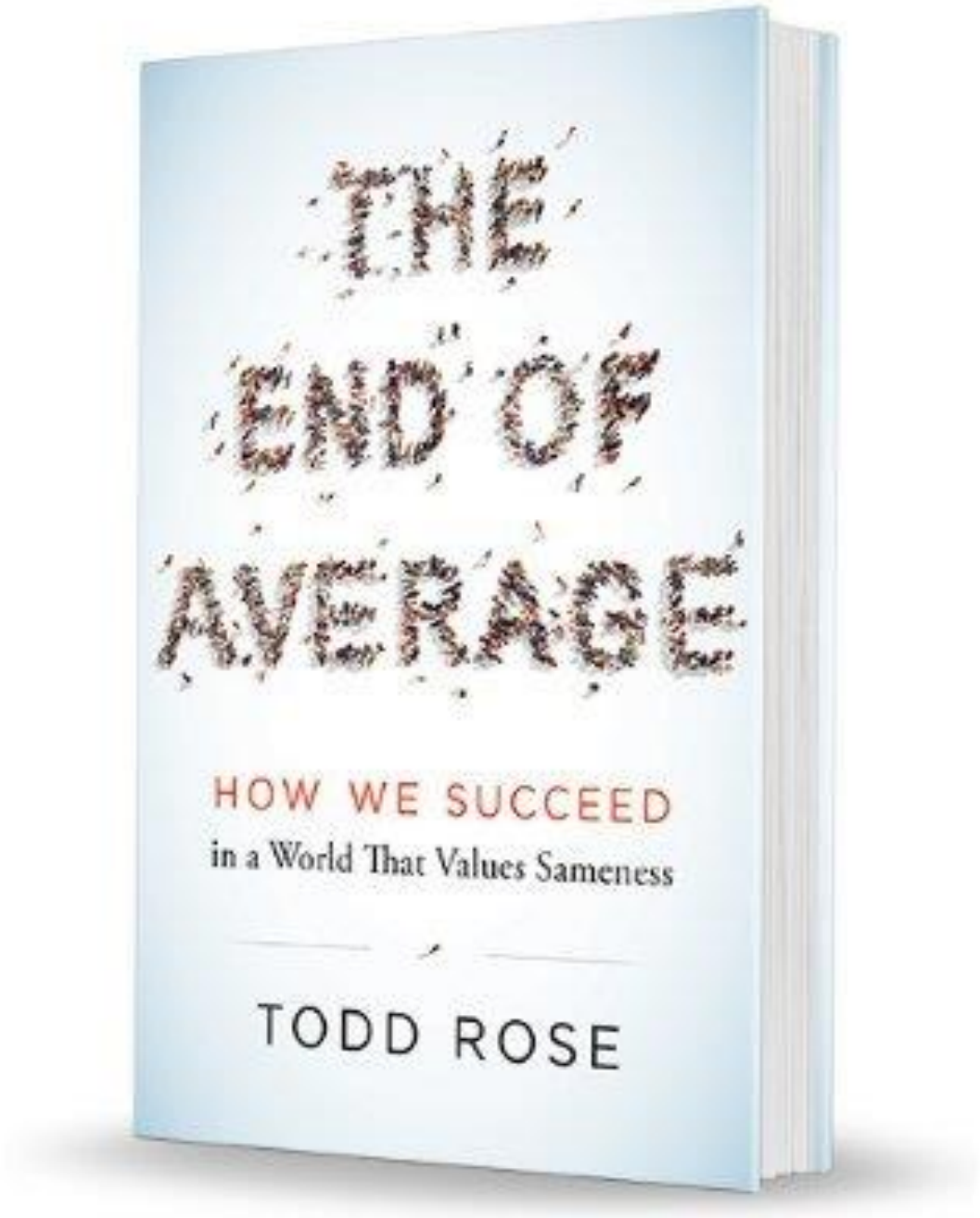
Digital services & mobile first

Challenge Five

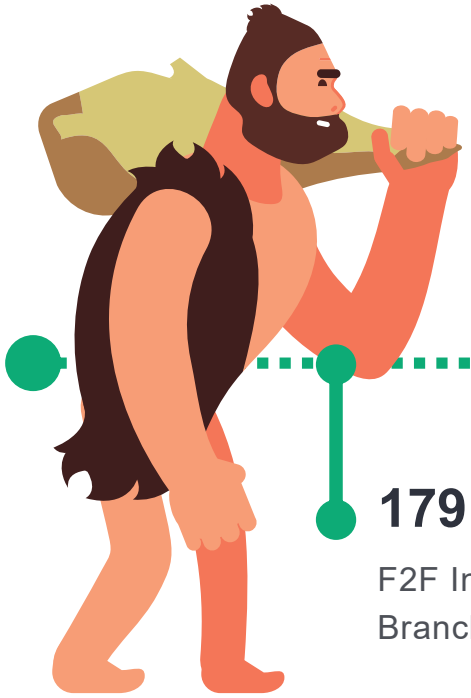
Shift in Authentication

Security vs User Experience

C


THE END OF AVERAGE
HOW WE SUCCEED
in a World That Values Sameness
TODD ROSE

How Authentication Has Evolved



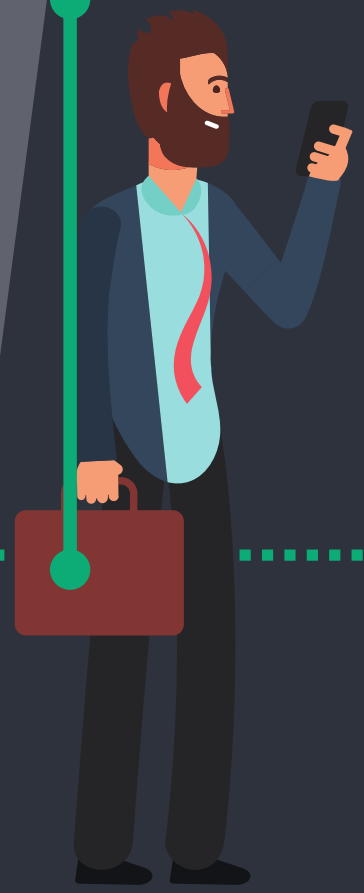
1791
F2F In Branch

2008
Online
Passwords
Usernames

2009
Card Readers

2014
Phones & SMS

Behavioural
2018



Adaptive Authentication

Key Things To Consider

Ability

We all have different digital ability & experience

Capability

What device and functionality does our customer have access to?

Preference

Each of us have a preferable method of authentication

Risk Appetite

Certain authentication methods are more secure than others

Context is key to providing adaptive authentication…

Example of Mobile Attributes used as context

Sim Swap
Call divert
Lost & stolen
PayG vs contract

Device type
Location
Contract history
KYC – name & address
Payment history

Why should mobile operators invest in a mobile attribute platform?

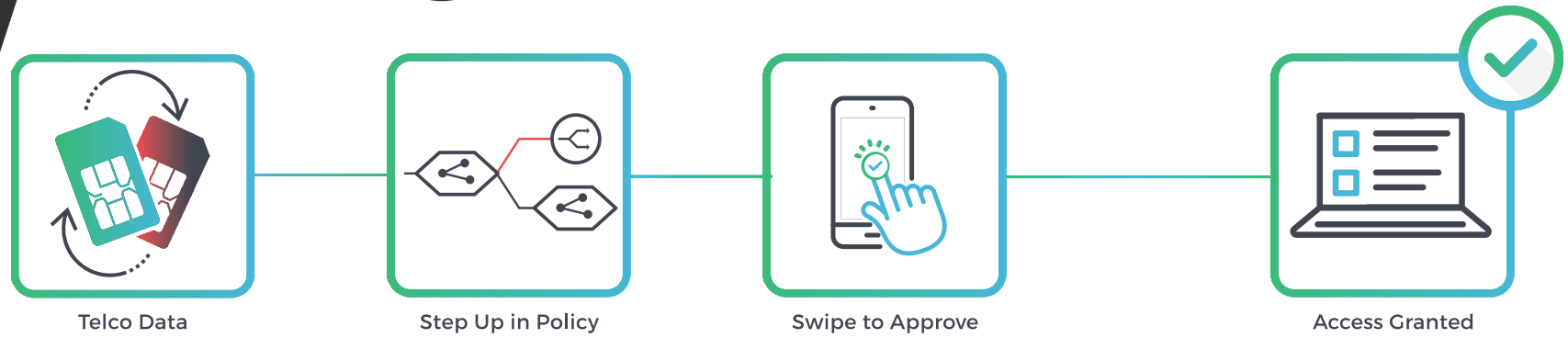
1. Enable better protection of their subscribers via specialist identity partners
2. To support partners and end customers deliver a transformed digital user experience
3. Funded through monetization of the mobile data with new & growing revenue streams

Case Study
Fraud reduction with sim swap

1. CHALLENGE & RATIONALE	2. SOLUTION	3. BENEFITS
Sim swap continues to be a global fraud challenge. Sim swap is detection is required as a risk indicator for 2 factor authentication – Phone and SMS. This is used across the Financial Services vertical, as well as wider Digital Service Provider use cases including changing personal details	Callsign integrated with O2, Three, Vodafone and EE to use real-time Sim Swap capability. When a Banking customer makes a high risk transaction, Callsign's Intelligence Engine utilizing real-time sim swap data to identify risk. Callsign's Policy then orchestrates relevant authentication journey	• Reduced sim swap fraud losses • Reduce false positive • Creates revenue stream opportunity for Telco's

An Adaptive Authentication Journey

Callsign - How It works



Sim swap Detected

Policy Steps Up

User Swipes to Approve

User is Granted Access

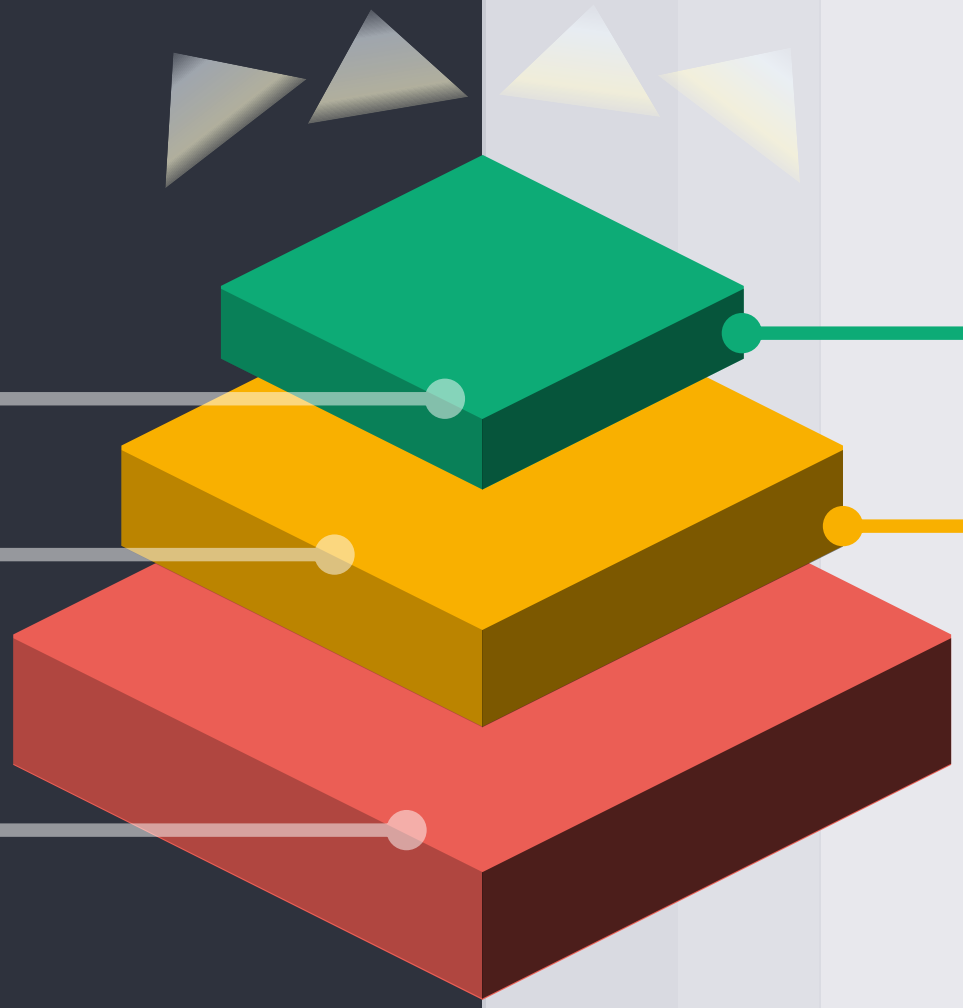
Location

Behavior

Device

Telco

Callsign Full Stack Identity Platform



Intelligence Engine

Policy Manager

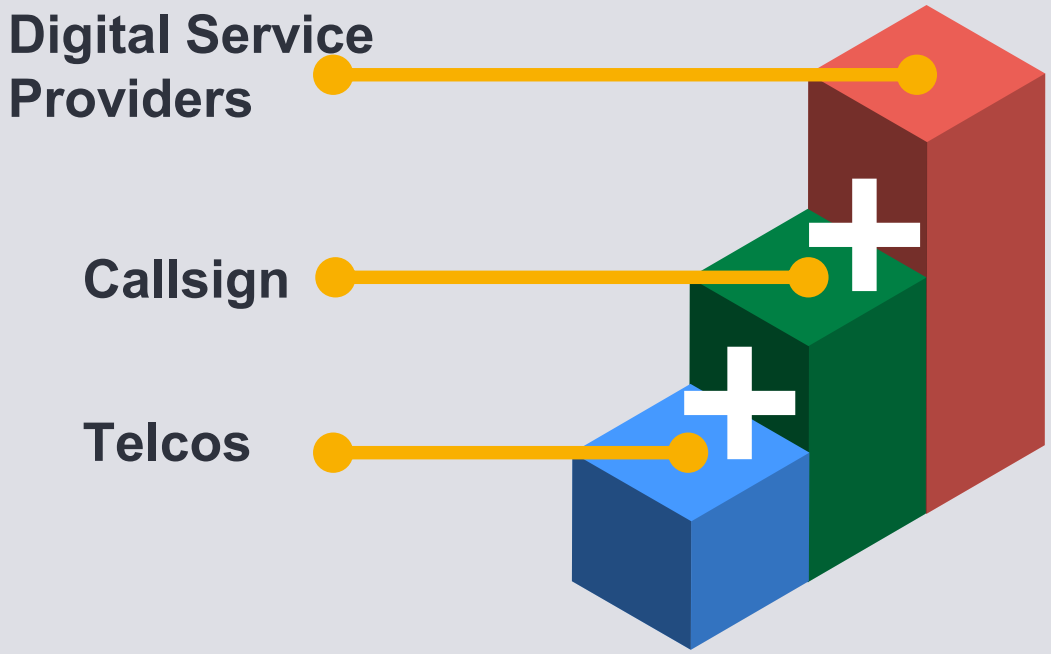
Authentication Engine

By collecting thousands of inputs we enable a person to be recognized after 3 interactions to 99.9999% accuracy.

Our dynamic, natural language policy manager orchestrates customer journeys.

Partnerships & collaboration

The Opportunity



= Success

In Summary

Working Together

1. Be an SME and collaborate with SME's

We all have a key role to play

2. Protect our customers

Protect our customers & data privacy

3. Adaptive Authentication is <u>now</u>

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