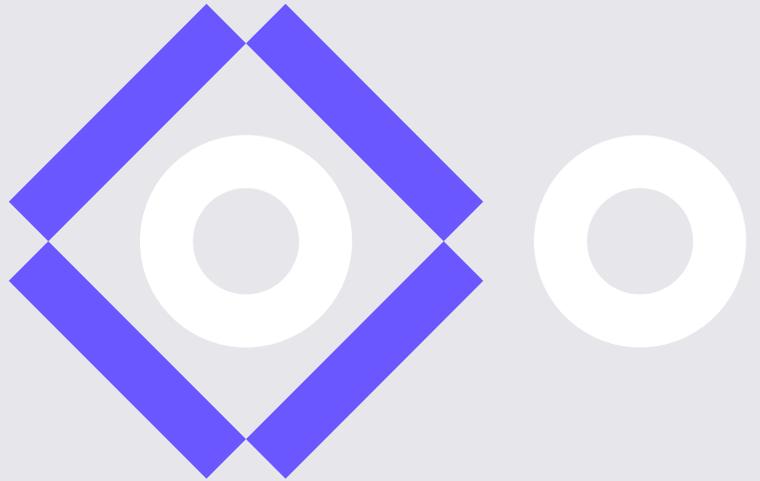


Convenient security

Reducing risk with two-factor authentication



Cybercriminals are a massive threat to enterprises. Some of the biggest brands in the world – like LinkedIn, Yahoo, Adobe – have suffered high profile breaches that led to the release of user passwords and other personal information to malicious hackers.

Such attacks compromise the privacy and security of users, and seriously damages the reputation of brands.

But despite the risk, all too many enterprises are making themselves unnecessarily vulnerable to hacking and fraud by getting the simple things wrong: namely, relying on one-factor authentication (usernames and passwords) as the only gate to accessing sensitive data.

What's two-factor authentication?

There are three different types of 'factor' for authentication.

- Knowledge – something only the user knows (like a password)
- Possession – something only the user has (like a mobile or a keycard)
- Inherence – something that's characteristic to the user (like biometric data)

If you combine two of these factors to give someone access to data, that's two-factor authentication.

Where does mobile messaging come in?

OpenMarket's SMS two-factor authentication combines 'knowledge' and 'possession'. (Fingerprints and iris scans are a bit too 007 for us.)

First, a user puts in their username and password as usual. Then they get an SMS with a unique one-use PIN delivered straight to their phone. They enter that too, and they're in.

What are the benefits?

Most obviously, it doubles your security. Actually, more than doubles, because part of the security is a physical thing that would need to be physically stolen.

In an instant, you've reduced your exposure to fraud and increased your ability to comply with data regulations.

And it's easy to scale, too: you can start by implementing it for one business process, then extend it to other systems and workflows.

But best of all, it's super convenient for the user. They've already got a mobile phone and they always have it on them. They don't need any new hardware or software. And they don't have to go through any creepy fingerprinting process.

A brand that take security seriously, but makes it simple: it's what customers want.

We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you. Visit www.openmarket.com for more information.