



ADVANCE TO THE NEXT LEVEL OF SECURITY AND USABILITY

Win your customers' hearts with a seamless experience while upgrading your digital identity protection

YOUR DIGITAL IDENTITY PROTECTION NEEDS TO MOVE UP

You may already have *preemptive* security measures in place to help keep fraudsters out of your digital services based on prevention of malware infections, phishing incidents and man-in-the-middle attacks.

But that's not always enough to keep your customers safe. How can you tighten security without affecting the customer experience?

1 LEVEL UP

Distinguish real customers from fraudsters with *protective* security

- Transparent end-user validation and user-centric assessments at login
- Multilayered identity trust assessment across network, device environment and user behaviors
- Adaptation to the latest threats against financial institutions...



Because preemptive security may not be enough to protect against:

- Remote access Trojans (RATs)
- Device spoofing
- Third-party data breaches

2 PROCEED—WITH CAUTION

To protect your business, put measures in place to analyze multiple layers of data.

You need real-time assessment of multiple perspectives

- Normal versus suspicious user devices and locations
- Passwords and entry methods
- Behavioral biometric profiling, including keystroke, mouse movement and navigation analysis
- Browser and version



Restrict access for potential bad actors, but if they check out as a legitimate user...keep moving.

3 GET THOSE EXTRA POINTS

Lengthy and complicated sign-on processes can lead to unhappy customers.

Find a solution that helps them avoid:

- Frustrating security questions
- Two-factor authentication such as text confirmations



4 KEEP IT GOING

With tools in place to help you distinguish between a legitimate user and a fraudster, you can make customers feel like winners every time they visit your site. Meanwhile, it's Game Over for fraudsters.



HOW TO MAKE IT HAPPEN

UPGRADE YOUR STRATEGY

IBM® Trusteer® Pinpoint™ Detect adds a new, rich layer of security to your customers' online interactions.

Protect against fraud right at the website interaction

- Behind-the-scenes validation of unauthorized access and activity
- Automatic detection of the latest threats

Use artificial intelligence (AI) for layered protection

- Behavioral biometrics including keystrokes, page navigation and password entry
- Real-time addition of new layers of protection against emerging threats
- Patented analytics with machine-learning capabilities
- Global threat intelligence and real-time addition of new layers of protection against emerging threats via the cloud

Balance ease of use and security

- Transparent end-user validation at the login page
- Download-free experience for your customers
- Easy installation for your organization and cloud-based deployment
- Smooth integration with existing IBM Trusteer solutions



BE THE CHAMPION

Strong security doesn't have to get in the way of your customers' experience. Welcome legitimate users while protecting against fraudsters with Trusteer Pinpoint Detect.

LEARN MORE

Try the Trusteer Pinpoint Detect value estimator.



© Copyright IBM Corporation 2018. All Rights Reserved. IBM, the IBM logo, ibm.com, Trusteer, and Trusteer Pinpoint are trademarks or registered trademarks of International Business Machines Corporation in the United States.

68014868-USEN-00