

ADVANCE TO THE EXTLEVE

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.

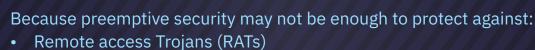
But that's not always enough to keep your customers safe. How can you tighten security without affecting the customer experience?



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...

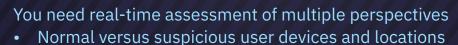


- Device spoofing
- Third-party data breaches

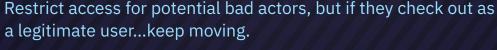


PROCEED—WITH CAUTION

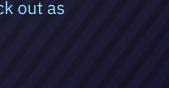
To protect your business, put measures in place to analyze multiple layers of data.



- Passwords and entry methods
- Behavioral biometric profiling, including keystroke, mouse movement and navigation analysis
- Browser and version



unhappy customers.





GET THOSE EXTRA POINTS

Lengthy and complicated sign-on processes can lead to

Find a solution that helps them avoid:

Frustrating security questions Two-factor authentication such as text confirmations





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

IBM® Trusteer® Pinpoint™ Detect adds a new, rich layer

UPGRADE YOUR STRATEGY

of security to your customers' online interactions. **Protect against** Use artificial intelligence (AI) for layered protection

website interaction Behind-the-scenes validation of unauthorized access

fraud right at the

- and activity Automatic detection of the latest threats

Behavioral biometrics including keystrokes, page navigation and password entry

Patented analytics with machine-learning capabilities

- Real-time addition of new layers of protection against emerging threats
- Global threat intelligence and real-time addition of new layers of protection against emerging threats via the cloud

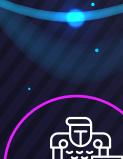
Download-free experience for your customers Easy installation for your organization and cloud-based deployment

Balance ease of use and security

Smooth integration with existing IBM Trusteer solutions

Transparent end-user validation at the login page





BE THE CHAMPION

Corporation in the United States.

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



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