

Global Bank Improves Authentication Security and Expands Online Services

CLIENT PROFILE

Industry: Financial Services

Company: Global Bank

BUSINESS

This organization is one of the largest global banking institutions in the United States with over twelve million online banking customers.

CHALLENGE

To protect the identities and data of online banking customers, better secure online transactions to reduce fraud and help meet FFIEC regulations.

SOLUTION

CA Advanced Authentication provides risk-based evaluations and strong authentication in a cost effective, scalable and user convenient format.

BENEFIT

High adoption and user loyalty for a variety of online banking services.

Challenge

Protecting online banking

With the growing popularity of online banking, this organization wanted stronger security safeguards for their Internet-based business. The bank already had more than 12 million online customers and was adding about half a million new users each month. Given the threat posed by sophisticated electronic attacks, the bank's IT organization was determined to reduce the risk of fraud and the potential for exposure of confidential information. With plans to move even more critical business processes online, the bank's IT group knew that their existing infrastructure alone would not be adequate to support and secure the advanced applications they would launch in the future.

They also had to meet the increasingly strict requirements of various compliance mandates throughout the world including FFIEC, HKMA and MAS. They wanted to implement a strong multifactor authentication solution that had both high security and a user convenient format to protect their online business systems. In doing so, however, it was critical to minimize change to the user experience. Looking beyond the immediate security issue, the IT organization also wanted to leverage a scalable framework in order to support the kinds of advanced capabilities that would continue to improve their return on investment (ROI) over time. By expanding their portfolio of online services in a secure manner, the bank would reduce operating costs while increasing their competitive edge.

Searching for excellence

The bank was seeking a scalable long-term authentication solution that would carry them well beyond their initial, basic deployment. They wanted a comprehensive yet easy-to-use framework with built-in support for additional services and various levels of authentication, including out-of-band methods. They needed a robust solution that could help protect them against newer threats like man-in-the-middle attacks. And, it had to integrate easily with the CA Single Sign-On Web access management product. They liked the concept of using a real-time risk-based evaluation to detect suspicious access attempts or transactions. This would enable the secure creation of online loan and account applications more rapidly and cost effectively, while at the same time improving customer service. Use of strong authentication and audit trails would make even high-risk transactions viable candidates for online conversion. Unlike some competitive banks that were deploying short-term fixes, the IT group opted for a well-planned, thoughtfully designed and carefully implemented system that would incorporate strong authentication and risk-based evaluation. In short, they insisted on nothing less than a "do-it-right-the-first-time" deployment. The organization initially looked at 38 vendors and then narrowed the list to about seven that warranted an in-depth assessment.

Solution

All other competitive solutions involved integrating multiple vendors' products (with associated interoperability issues) in order to deliver the full functionality that the bank would ultimately require. In contrast, CA Technologies offered a tested and proven single vendor solution. Plus, the CA Advanced Authentication solution was software-based, which would make it much easier to integrate with CA Single Sign-On and the bank's existing IT infrastructure. The bank's IT group chose the flexible CA Technologies solution because it combined strong authentication and risk management with ease of use and scalability, thus addressing all of their requirements. Through a phased deployment that would initially require no change whatsoever to the online user experience, the CA Technologies solution would easily expand in size and functionality to support the desired range of future services.

Risk management

To avoid any perceptible change to the online user experience, the bank initially deployed CA Technologies risk management solution, CA Risk Authentication. This simplified the initial implementation and would continue to require only username and password during login. This ensured that the initial implementation would be, in the words of one of the bank's key IT staff members, "a non-event to the end-user." Government regulations, such as FFIEC in the US and HKMA and MAS in Asia, require multi-factor authentication for many online activities and this solution helped the bank meet these industry mandates and gave them the flexibility to offer additional protection via out-of-band authentication measures for higher risk activities.

Strong authentication

From the beginning the bank was looking beyond merely complying with the FFIEC mandate. Risk management reduces the risk of fraudulent access, but they also wanted to protect the bank's online customers from more sinister activities such as Man-in-the-Middle attacks. The CA AuthID, two-factor authentication solution utilizes a challenge/response method that protects against this type of attack. They liked the many convenience and efficiency factors related to this software-token approach and were impressed with the patented technology that helps protect the user's key from brute force/ dictionary attacks.

Benefit

To ensure a smooth transition, the bank relied on the CA Technologies professional services organization to direct and oversee the deployment. This assured the bank of having on-hand the necessary expertise to identify and fix any issues that might crop up during implementation. The Professional Services team of experts managed installation of the multi-factor authentication solution and configured it to meet the bank's specific needs. The bank's key decision makers felt confident, knowing that CA Technologies understood identity and access management issues and would be able to guide and assist them in these critical areas. In addition to overseeing the implementation, the services team also delivered an unexpected secondary benefit.

They helped the bank improve the throughput of their online system by tuning their applications to run more efficiently. This partnership approach resulted in developing a better way for the bank to operate the growing online segment of their business.

The end result was a flexible and scalable solution that gave the bank the confidence to create and roll-out new online services. The user-friendly format of this additional security measure facilitated the adoption of these services and improved customer satisfaction.

Planning for the future

The bank's management team looks forward to launching new online banking services at various risk levels because they have a flexible authentication system which can cover these scenarios in a user friendly and cost effective manner. They continue to leverage the CA Technologies Advanced Authentication solution to enable more revenue-generating applications and further improve their ROI.

*Please note that, in September 2014, the product names in the original customer success story were updated from "CA SiteMinder" to "CA Single Sign-On", "CA RiskMinder" to "CA Risk Authentication" and "CA ArcotID PKI" to "CA Auth ID"



Connect with CA Technologies at ca.com



CA Technologies helps customers succeed in a future where every business – from apparel to energy – is being rewritten by software. With CA software at the center of their IT strategy, organizations can leverage the technology that changes the way we live – from the data center to the mobile device. Our software and solutions help our customers thrive in the new application economy by delivering the means to deploy monitor and secure their applications and infrastructure. To learn more about our customer success programs, visit **ca.com/customer-success**. For more information about CA Technologies go to **ca.com**.