MFA Authentication & Enterprise B2C Security

Securing Customer Portals with Multi-Factor Authentication

Your business risk has never been greater. Customers demand and expect real-time access to products, services and business portals. Businesses must balance the need for convenient services and access to data against an ever-increasing risk.

Multi-Factor authentication (MFA) is a required, essential component of online security today. Giving customers secure access to their accounts does more than just prevent fraud—MFA creates a circle of trust around and within a service, offers a competitive advantage for companies and makes secure services easy for customers to use.

In the last two years alone, many companies have suffered cybersecurity breaches without multi-factor authentication:

- As many as 6,600 customers of online contact lens shop Vision Direct are at risk of having their personal details, including financial information, stolen in a November data breach.
- The data breach discovered by Dixons Carphone in June 2018 was much more severe than it had originally thought, putting the compromised accounts number at 10 million compared to the earlier estimate of 1.2 million.
- An attempt to hack into Eurostar’s systems led the company to force a reset of all customer passwords. The company emailed customers this week alerting them to the fact that hackers had been attempting to log in to the Eurostar.com website between 15 and 19 October. It reported that the attackers had used a degree of automation in testing the credentials.
- Ride-sharing company Uber disclosed in 2017 that it had not only suffered an enormous data breach to the tune of 57 million people - drivers and customers - but that it had also paid an extortion fee of $100,000 (£75,000) to have the hackers delete that data.
- It’s believed that a further 14 million UK records were stolen in the 2017 Equifax breach, although only names and dates of birth were affected.
Reduce Risk

Empowering your customers with MFA is the first step towards layered security measures that strengthen security and provide a secure alternative. Complicated and difficult password combinations are frustrating, difficult to remember and riddled with flaws from password-based authentication.

Improve Perception

Businesses that provide MFA signal to consumers that they take data protection and security seriously. Increasingly, trust plays a more influential role in online consumer behavior and provides a tangible advantage in customer attraction and retention.

Seamlessly Integrate

SecurEnvoy provides Admin, Auth and Config web services via our RESTful APIs, allowing the customisation of your multi-factor authentication user interface via your web application or customer portal.

Enhance Brand Recognition

SecurEnvoy’s white-label MFA app can be fully tailored to fit your corporate branding. Not only does this strengthen your brand by placing it directly on your customers’ devices, it encourages regular interaction with your services. Accelerate transaction processes with more intuitive account access through your own, fully branded MFA application.

Enable Flexibility

The era of PINs and passwords is over. With SecurEnvoy’s MFA your customers can now reuse existing application or personal passwords, or use one of the many authentication methods including SMS, biometrics and smartphone push authentication.

Let’s Talk.

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