

# An American Bank answers to its client's need for online security

||||| A success story of online banking using an innovative and user friendly OTP card



## FINANCIAL SERVICES & RETAIL > CASE STUDY

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**gemalto**<sup>★</sup>  
security to be free

# The best security is the one you use

||||| End to end solution implemented by Gemalto to answer the customer's needs

The customer is **one of the world's largest financial institutions**, based in the US, serving millions of individual consumers, small/middle market businesses and large corporations, in more than 150 countries.

The company has a history of award-winning online banking services with more than 20 million active users. Their success is based on an active **listening to their customers' feedback**.

After thorough surveys about online behaviours and concerns, they decided to implement an innovative security approach to fight online fraud and to comply to regulations

## Stronger authentication for online banking

They offered their customers an Ezio DisplayCard. This security device features a display powered by an integrated battery, circuit, and switch, all contained in an ISO-compliant card form factor that slips into a wallet for easy ready access. With this personal wallet-thin card, customers can generate, on demand, a 6-digit, one-time passcode that they will use when prompted for their Online Banking.



**The Ezio DisplayCard is an elegant, next-generation authentication device. The customer acceptance was immediate and demand keeps growing. The adoption rate was much higher than expected and the initiative has widened to include consumers and businesses.**

## Different stages of implementation and different publics

Ezio Displaycard was first implemented for online brokerage customers. They were able to perform online transfers and transactions in total confidence. After this successful initial deployment, and with a strong market acceptance, the US Bank widened its offering of the Ezio DisplayCard to its online banking consumers and small businesses. Hundreds of thousands of users are using this technology on a daily basis and the need for the Ezio card is growing.

## A smooth implementation

At each stage, Gemalto followed a well rehearsed process to ensure an efficient and hassle-free roll-out to the end-users:

- 3-4 months test period with thousands of users always successful
- Each step is carefully monitored and validated during the tests (cards, personalization, fulfillment)
- Once the solution passed this thorough battery of certifications and checks, the end to end solution was implemented

## Benefits

- Since launched, the number of online users using this technology has doubled and keeps growing
- The solution is a strong ally to fight the online fraud. It is considered so strong that the bank enables High risk activity (higher dollar, higher speed transactions) with Ezio
- An increased public perception of the Bank Online Banking as the industry leader in online security and act as a differentiator from the competition.
- The card form factor enhances end-user acceptance. They are already used to it. It is user friendly, easy to put in a wallet and carry.

The bank has now been quoted many times for being pioneers and successful at always proposing, to their customers, the best user friendly solution ensuring an unsurpassed online secure experience.

## The Future

The bank is now widening the scope of usage to all their business units. Implementation was so successful that the bank is now looking at Gemalto to guide them for all other security needs they have.