

Consumer Identity Protection

RSA SECURITY SOLUTIONS BROCHURE



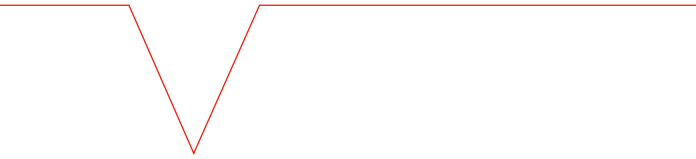
Confidence Inspired™

increased
consumer mobility

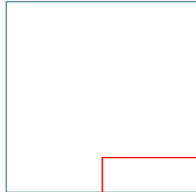
more efficient
identity protection with
federated identity

greater
brand building

enhanced
protection for consumers

A red line graphic that starts horizontally from the left, dips into a V-shape, and then continues horizontally to the right.

ensure consumer
security today
through strong
identity protection

A blue square graphic with a thin border, positioned to the right of the main text block.

Consumers are demanding improved online security, and online businesses are struggling to reduce the costs of fraud and identity theft. The time is now for e-businesses to gain a competitive advantage by providing the peace of mind that comes with securing online identities. By delivering easy-to-use online consumer identity protection, companies can move more transactions online, generate increased sales, build stronger consumer loyalty and reduce operating costs. The RSA SecurID® Consumer Identity Protection solution allows online merchants to ensure the identities of consumers, protect themselves against theft and fraud, migrate offline interactions to the web and more effectively use the Internet to attract and retain customers.



CREATING TRUST FOR ONLINE INTERACTIONS

The ability to prove online identities is perhaps the greatest challenge online merchants such as retailers, Internet Service Providers (ISPs), financial services firms, product manufacturers and distribution companies face in leveraging the Internet to attract new customers and drive down operational costs. Unless an online merchant knows who is on the other end of a network connection, all other protections are illusory.

Passwords are easily stolen, frequently guessed and often forgotten. Meanwhile, hackers continue to develop creative ways to steal online identities. Multiple logins and passwords frustrate users, and even though the concept of trusted identity is at the very heart of e-business, trust in the online environment is at an all-time low.

Many consumers will pay a premium or even switch online merchants to gain the comfort of enhanced protection. Authentication—proving the identity of users—can be a cornerstone for e-business because it establishes trust in the online marketplace.

PROVIDING PROOF OF IDENTITY

The RSA SecurID Consumer Identity Protection solution allows e-businesses to add value through security by implementing the proven two-factor authentication that is already the leading solution for corporate identity security. RSA SecurID authenticators are as simple to use as entering a password—but are much more secure.

Companies can provide each consumer with an RSA SecurID authenticator which generates a new, unpredictable code every 60 seconds. For enhanced security, online merchants can combine this number with a secret Personal Identification Number (PIN) to implement strong, two-factor authentication. An RSA SecurID authenticator then functions like an ATM card for the Internet so that consumers can identify themselves with two unique factors—something they know and something they have—before they are granted access.

SIMPLIFYING CONSUMER SECURITY

Companies can provide a hardware authenticator small enough to attach to a keychain that can provide consumers with secure access to online infrastructure and applications. RSA Security also offers a combination USB/one-time passcode authenticator for added functionality and credential mobility.

This zero-footprint technology avoids the hassles of installing software on user PCs but provides consumers with the mobility and security they need to fully take advantage of online offerings. Web sites can offer single sign-on to multiple applications, and once authenticated, the consumer gains secure access to all authorized online applications and resources. And the company gains the highest possible trust in the identity of each online customer.

PREVENTING FRAUD AND IDENTITY THEFT

Identity theft has become the world's fastest growing crime, with consumers bearing the emotional costs and companies bearing the bulk of the financial costs. Consumers have every right to be concerned about fraud and identity theft. A single non-secure online transaction can expose personal data that can be used to allow criminals to propagate massive fraud and even ruin people's lives.

Current identity theft and fraud protection techniques are manual and expensive, and the cost of identity fraud can be measured in terms of credibility as well as dollars. Companies that suffer highly publicized identity-related security breaches are likely to experience a range of other problems, including the costs of password resets and the overhead costs of fraudulent transactions, reduced customer satisfaction leading to customer defections, lost business opportunities and diminished brand equity.

The RSA SecurID for Consumers solution provides the strong identity protection necessary to fulfill the promise of e-business and grant secure access to online resources from anywhere—at anytime—through any online device.



ensure consumer security today through strong identity protection

INCREASING REVENUES

With the RSA SecurID Consumer Identity Protection solution, companies can create opportunities for incremental revenue. They can leverage security as a differentiator to increase brand allegiance, prevent customer defections, capture new customers and build new revenue streams.

They can better satisfy existing customers, increase the average lengths of consumer visits and encourage additional purchases. Those businesses that aggressively deploy consumer identity protection will capture new consumer business at the expense of competitors.

Security can become a differentiator that encourages repeat consumer purchases and higher levels of brand allegiance. Companies can even create new business opportunities by federating identities and serving as a trusted source for authenticating consumers and allowing them to conduct secure transactions on partner websites.

BUILDING ONLINE BUSINESSES

The RSA SecurID Consumer Identity Protection solution allows companies to quickly and cost-effectively implement security solutions that can scale to support millions of consumers. Based on mature, easy-to-use technology, the RSA SecurID Consumer Identity Protection solution provides minimal impact on existing infrastructure and can be deployed in a matter of weeks.

Designed for the most demanding e-business environments, these solutions offer industry-leading scalability and allow companies to build secure online businesses that provide the security that consumers demand. The time is now for consumer identity protection, and RSA Security offers a proven solution that allows e-businesses to implement these solutions today to increase both revenue and profits.

MOBILITY

Companies can allow consumers to securely log into a web site from any computer connected to the Internet—or from other client platforms such as kiosks, handheld devices or mobile phones. Strong authentication allows businesses to reduce transaction and fraud costs while providing consumers with the information they need—whenever they need it.

FEDERATED IDENTITY

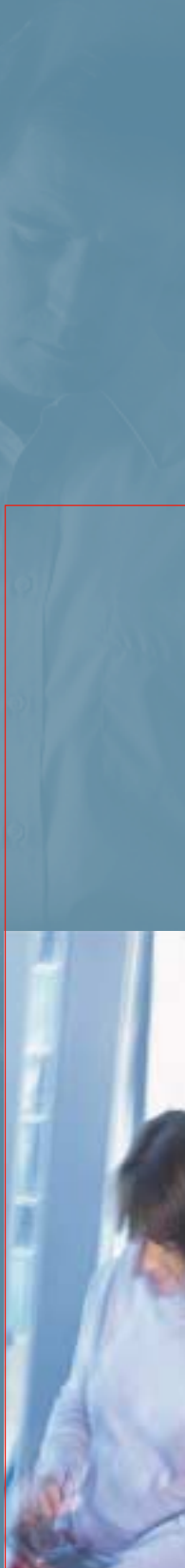
Those online merchants offering federated consumer identity protection gain increased loyalty from consumers and offer single sign-on to simplify the user experience across their own sites while generating incremental revenue streams from transactions conducted on partner web sites.

BRAND BUILDING

A logo on an authenticator carried by a consumer provides tangible evidence of a company's efforts to combat identity theft and demonstrates that a brand stands for consumer safety and security.

PROTECTING CONSUMERS ONLINE

Moving interactions online improves not only the cost model but also the profit model—but it requires strong authentication to overcome the security concerns worrying every consumer. With the RSA SecurID Consumer Identity Protection solution, businesses can control labor costs, minimize brick-and-mortar operations, reduce call center budgets and create innovative cross-selling and up-selling opportunities.



why choose RSA Security for consumer identity protection?

A PROVEN TRACK RECORD

RSA Security provides proven identity and access management solutions to leading organizations in every industry. Millions of users already use RSA SecurID security devices, and RSA Security is a world leader in strong authentication.

RAPID INTEGRATION WITH E-BUSINESS ENVIRONMENTS

The RSA SecurID Consumer Identity Protection solution is based on industry standards and can be swiftly deployed to enable secure online interactions. Businesses can protect consumer online identities by implementing established authentication technology that is easily integrated with today's complex heterogeneous environments.

LEADERSHIP IN OPEN STANDARDS

RSA Security has a long tradition of developing and implementing open standards for information security, including recent standards for identity and access management, federated identities and web services. This commitment to standards provides online businesses with flexibility in deploying world-class consumer identity protection solutions while ensuring long-term investment protection.

EXPERTS TO HELP YOU BENEFIT FROM CONSUMER AUTHENTICATION

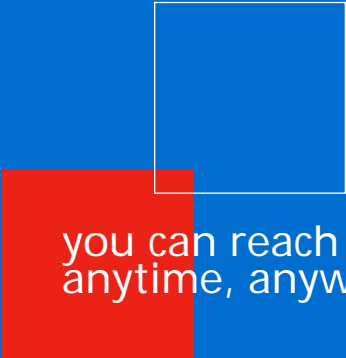
The RSA Professional Services organization is available to help companies successfully implement consumer identity protection solutions customized to their unique business requirements.



consumer views of passwords

Consumers increasingly recognize the limitations and difficulties of passwords and long for a simple and more consistent method of protecting their identities. For example, organizers of the InfoSecurity Europe trade show took an informal survey in London and found that:

- 71 percent of network users sampled said they would give up their passwords in exchange for a chocolate bar.
- on average, people have to remember four passwords, though one unlucky respondent had to remember 40.
- those that used several passwords often wrote them down and hid them in a desk or in a document on their computer.
- 34 percent revealed the word or phrase they used when asked if it had anything to do with a pet or child's name.
- family names, pets and football teams were all used by those questioned to provide inspiration for a password.
- 80 percent said they were fed up with passwords and would like a better way to log into work computer systems.



you can reach us
anytime, anywhere

To learn more about the RSA SecurID for consumer solutions, please visit our web site at,

www.rsasecurity.com.



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