

## Banking on Security

Alfa-Bank, one of Russia's leading financial institutions, provides a complete range of quality banking services to both corporations and individuals. The Alfa-Bank branch network has grown to 338, including subsidiary banks in Russia, Kazakhstan and the Netherlands. Alfa-Bank operates subsidiaries and affiliates in six countries servicing 2.9 million individuals and 51,000 clients, including the top 200 Russian companies. To ensure the highest standards of security, Alfa-Bank relies on A laddin eToken authentication for digital access.



### Increased customer confidence leading to:

- Reduced churn
- Greater customer satisfaction

### Reduced costs associated with protecting data

- Reduced costs associated with ID fraud and data breaches
- Reduced costs associated with password management

### eToken Pro enables multiple security applications in a single solution

- Strong authentication
- Digital signing
- Ability to access multiple bank applications with the same token
- Online transactions and document processing

### Reduced IT Overhead through central token management

- The eToken TMS management platform enables streamlined token operations
- Central administration facilitates token deployment and user self-enrollment

## The Challenge: Manageable Security

Russia is consistently identified as a country with some of the highest rates of phishing, malware and Web attacks. As a reputable financial institution in Russia, Alfa-Bank requires a high level of security for its customers to protect them from attacks and identity theft, specifically when it comes to online transactions. Recognizing the need for an advanced authentication product to provide secure access to thousands of customers, Alfa-Bank searched for a comprehensive solution that took into account its primary needs – security, manageability and reliability. “Our goal is to give our clients peace of mind in terms of their sensitive data used across all bank transactions, and to ensure they understand they are connected to their account through a secure channel,” said Maxim Patrin, Development Director of Enterprise Technologies at Alfa-Bank.

## The Search: A Time-tested Solution

Alfa-Bank wanted an innovative, finance-specific solution based on time-proven and market-adopted technologies that allows customers to authenticate their online banking identity with its “Alfa-Client On-line” system. They also wanted to include digital signature capabilities that closely resembled the existing system for processing electronic documents to keep adjustment time as minimal as possible. All smartcards would be required to be compatible with digital certificates granted by the Federal Service for Technical and Export Control.

Moreover, the solution would be required to enable the monitoring and tracking of all user actions while in the system. For the pilot project, Alfa-Bank required 5000 ready-to-use SafeNet eToken kits prepared and integrated into the system within two weeks. The kits included a USB token, software and related installation and configuration guides. Alfa-Bank enterprise clients evaluated the bank's commitment to provide extra security for online transactions, ease of use and positive user-experience offered by eToken. In the long run, eToken outperformed the other contenders. Successful deployment of the pilot program influenced Alfa-Bank's decision to order another 5000 kits shortly thereafter.

## The Solution: SafeNet eToken

SafeNet eToken provided Alfa-Bank one complete solution that allows secure access to multiple applications with a single USB token. By plugging in eToken, Alfa-Bank customers create an SSL-encrypted connection with the bank and can access a full range of document flow and management options, enabling them to prepare, accept, submit and process electronic documents, and monitor transaction status. As an essential component of Alfa-Bank's online banking security offering, eToken provided bank customers' additional features —Alfa-Bank customers each received a unique user identification number printed on their eToken. In addition, the on-site support from Aladdin Russia provided Alfa-Bank with a customizable and integrated solution that was implemented within the two-week timeframe.

“When we started the project, Alfa-Bank was the leader in providing client protection against Web-based threats. The entire project had to be created from scratch, since we had no success

stories, no methodologies or industrial solutions at our disposal. We had to very carefully select the vendor providing the security solution that would ensure maximum customer security and allegiance. SafeNet (Aladdin) was able to provide a custom solution to exactly fit our needs”, said Valery Butenko, Deputy CIOAlfa-Bank.

**“SafeNet’s (Aladdin) constant support and custom integration plan made it possible to meet the tight schedule and deliver an unrivalled solution which provides maximum security for both the bank and the clients in just a few weeks.**

*Alexander Mitrofanov,  
Director of Enterprise  
Systems Maintenance.*

### **The Rewards: Easy-to-Use Two-Factor Authentication**

Today, Alfa-Bank uses eToken for secure Web access and VPN, while enjoying the strong security eToken offers. eToken secures Alfa-Bank’s customer database and customer accounts, adding functionality to the work environment, and enhancing productivity and security.

To meet Alfa-Bank’s criteria for access management, SafeNet prepared a customized out-of-the-box solution called eToken for Alfa-Client On-line. The kit includes a customized eToken PRO with the Alfa-Bank logo embossed over the red casing to reinforce Alfa-Bank’s corporate branding. eToken enables Alfa-Bank clients to access and manage accounts through the Web-based Alfa-Client On-line system, allowing customers to process electronic documents, monitor transaction status, contact bank, and import and export data to accounting systems while secured through eToken’s robust smartcard, verifying the identity of the person accessing the account.

Implementation of eToken for Alfa-Client On-line has been a significant milestone for Alfa-Bank. SafeNet’s constant support and custom integration plan made it possible to meet the tight schedule and deliver an unrivalled solution which provides maximum security for both the bank and its clients.

### **About SafeNet**

In 2007, SafeNet was acquired by Vector Capital, a \$2 billion private equity firm specializing in the technology sector. Vector Capital acquired Aladdin in March of 2009, and placed it under common management with SafeNet. Together, these global leading companies are the third largest information security company in the world, which brings to market integrated solutions required to solve customers’ increasing security challenges. SafeNet’s encryption technology solutions protect communications, intellectual property and digital identities for enterprises and government organizations. Aladdin’s software protection, licensing and authentication solutions protect companies’ information, assets and employees from piracy and fraud. Together, SafeNet and Aladdin have a combined history of more than 50 years of security expertise in more than 100 countries around the globe. Aladdin is expected to be fully integrated into SafeNet in the future. For more information, visit [www.safenet-inc.com](http://www.safenet-inc.com) or [www.aladdin.com](http://www.aladdin.com).

### **About Alfa-Bank**

Founded in 1990, Alfa-Banking Group offers a wide range of products and operates in all sectors of the financial market, including corporate and retail lending, deposits, payment and account services, foreign exchange operations, cash handling services, custody services, investment banking and other ancillary services to corporate and retail customers.

Alfa-Banking Group has 304 offices across Russia and abroad. The Group also operates through subsidiary banks, affiliate and branch offices in Kazakhstan, the Netherlands, Cyprus, the US and the United Kingdom and serves more than 2.65 million individual and more than 51,500 corporate clients. These include many of Russian top 200 companies. In addition to banking, Alfa-Banking Group has FSA, CySEC and NASD-regulated brokerage subsidiaries, and other companies located in Cyprus, London and New York.

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