

Achieve Compliance Without Friction

PSD2 & Behavioral Biometrics



WHY BEHAVIOSEC?

- Comply without burdening customers
- Add frictionless and independent SCA
- Detect access via fintech aggregators and machine automation
- Mitigate risks and detect bots, social engineering, and malware attacks in realtime
- Add frictionless SCA to your 3DS2 for easier payments
- Open digital transformation & partnership opportunities

Behavioral biometrics collect and analyze the unique attributes of live human-digital interaction to verify a digital identity is who it claims to be.



Don't let compliance become a mandate for poor customer retention. Meet PSD2 requirements with superior customer experience and insights from BehavioSec®.

PSD2 & SCA – SECURITY VERSUS EXPERIENCE

PSD2 is a European Union (EU) directive regulating payment services and providers across the European Union and Economic Area. Its objectives are to lower entry barriers and foster a more integrated market, support innovation, and promote safer consumer payment access. And while European banks support it and its Open Banking requirement, global financial institutions are preparing to support it as well. Whether for their European presence or for Open Banking, the impacts of PSD2 are felt in major financial centers worldwide.

A key PSD2 requirement is Strong Customer Authentication (SCA), which requires two out of the following three elements:

- **something you have**
- **something you know**
- **something you are**

However, adding extra factors also complicates authentication, checkout processes, and sometimes, business bottomlines. Frustrated customers often go elsewhere for their needs – and Open Banking can help with that. In fact, [Salesforce](#) has found that **76%** of customers report it's easier than ever to take their business elsewhere for an experience that meets their expectations.¹

Luckily, due to technology advancements like behavioral biometrics, compliance doesn't have to be a mandate for poor user experience.

FRICIONLESS SCA WITH BEHAVIOSEC BEHAVIORAL BIOMETRICS

In full accordance with (EU) Directive 2015/2366 Article 97, BehavioSec helps you comply with PSD2's SCA-elements without burdening users with more tokens, fingerprint scans, SMS-codes, or other cumbersome step-ups.

BehavioSec is the industry pioneer and technology leader in behavioral biometrics for continuous authentication. Industry-recognized and working with Global 2000 companies worldwide, our proven solution integrates with your platforms, applications, and services to continuously track and profile how users type, swipe, and engage.

SOLUTIONS



Financial Institutions

Frictionless SCA across devices with deep insight into customer TPP preferences.

Meet customer expectation with superior CX to stay relevant and competitive in the Open Banking era.



Payment Service Providers

Add BehavioSec to your 3D Secure 2 protocol and gain SCA inherence with training as short as a single, one-time passcode.

Safely store profiles at the Access Control Server (ACS) and enable safe transactions across merchants worldwide.

Using our behavioral biometrics platform as your additional authentication method, you can employ SCA invisibly and validate with confidence that your online customers are who they say they are – **without driving them away.**

KNOW YOUR CUSTOMER, KEEP YOUR CUSTOMER

Your customer protections and user experience should be your competitive advantage. But cumbersome registration processes, complicated authentication methods, secret questions, and hard-to-remember password rules all repel your customers from returning. By invisibly authenticating with another independent element to implement SCA, you can improve security and compliance, while maintaining a positive experience.

But your organization needs to do more than just avoid adding friction to stay competitive. For example, while **Open Banking** brings many benefits, every time your customers choose the convenience of a third-party provider (TPP) over your services, you risk losing those relationships for good.

BehavioSec has observed billions of interactions over the years. Using this extensive behavioral expertise, we now offer *predictive modeling*. It offers deep insight into which services your customers use.

Predictive modeling also makes it easier to find new data trends and is a great tool for mapping and categorizing TPPs accessing your customer accounts. Instead of manually investigating TPP traffic, our smart engine automatically trends the data, providing you detailed insight into all activity in your system – no matter the origin – including aggregators like Account Service Payment Service Providers (ASPSP), Account Information Service Providers (AISP), and Payment Initiation Service Providers (PISP) – helping you tune your future products and services to meet customer needs and determine which are the best third-party actors to work with.

In short, with BehavioSec, you can:

- Ensure it really is your customer that initiated a TPP connection.
- Detect differences between human and machine-automated activity.
- Detect and categorize which TPP services your customers use most.

BUILDING ON DIGITAL TRANSFORMATION & PARTNERSHIPS

A first-rate, online customer and user experience is a key objective of digital transformation projects. As PSD2 gives consumers the right to use any third-party provider for their online banking or payment services, service providers are mandated to provide open Application Programming Interfaces (APIs). These APIs must allow third-party access to payment account information (for AISPs) and payment initiation (for PISPs).

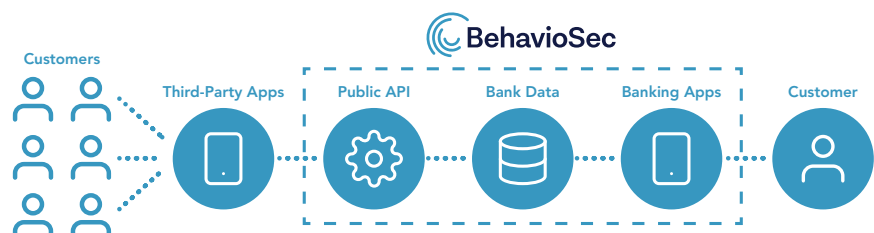


Figure 1 – How Open Banking APIs work with BehavioSec

KEY FEATURES

- **Automated Data Trending**
Predictive modeling observes data trends for faster business rule creation and bot and aggregator categorization.
- **Behavioral Mapping Across Devices**
Device inheritance mitigates risks from new device onboarding without step-ups or friction.
- **Improved Fraud Detection**
Device integrity offers better detection of jailbroken devices, cloned applications, location anomalies, and much more.
- **Mitigate Onboarding Risks**
Identify behavioral anomalies that helps you detect the use of stolen or synthetic identities and adds powerful tools for KyC investigations.

Instead of seeing these third parties as threats, there is a great opportunity for innovative companies to open their data to new and enhanced financial services. By adopting user-friendly security solutions and collaborating with TPPs, financial institutions can keep pace with market changes and proactively identify customer needs before their customers move onto more modernized services.

The BehavioSec ability to filter which third-party providers your customers are using while supporting visibility and security throughout their sessions provides for a foundation to success in an **Open Banking** world.

HOW IT WORKS

Our solution installs as software components on-premises or in your Cloud environments. We then integrate your applications and services with our platform via APIs.

Once deployed, BehavioSec collects behavioral data when a user logs in or interacts with your app or website naturally. As the user interacts, our platform continuously and silently analyzes the signals in our machine learning engine.

To be clear – **continuously** isn't just at log in. We can monitor throughout the entire interactive session to ensure legitimate access from entry to exit. Using this continual input, an authenticity score is provided in real time, letting users interact without additional friction and giving you an opportunity to respond to anomalies consistently and in accordance with your organization's security policies.

Beyond behavioral biometrics, BehavioSec also continuously analyzes each session for a multitude of other environmental risk factors, giving you a comprehensive set of signals to detect and stop even the most sophisticated fraud attack.

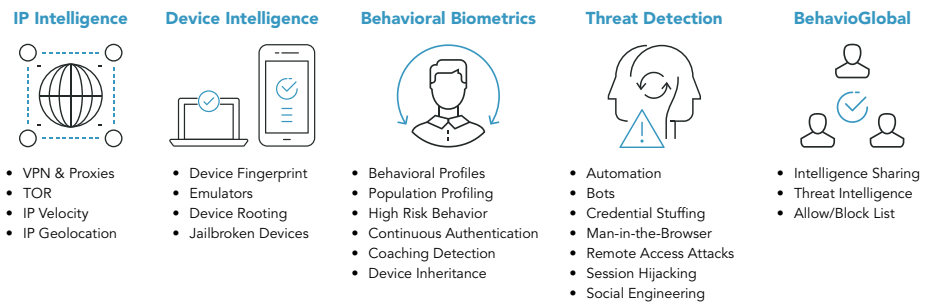


Figure 2 – Fraud and risk signals provided by BehavioSec

SUPPORT

Customers receive software updates and support from our 24x7 global behavioral biometrics expert team.

As we continue to innovate new features and capabilities, we work with you to ensure you get rapid and maximum value from your partnership with us.

AVAILABILITY

BehavioSec is available globally as a software subscription. It is licensed per user and year or per transaction, whichever model fits your needs.

Contact our sales team at sales@behaviosec.com and let us show you our capabilities with a live demo or proof-of-value.

ECOSYSTEM

BehavioSec partners with market-leading platform companies and service providers you already know and work with – to ensure our solution integrates seamlessly within your environment, solving your needs.

You can employ our technology on-premises or in the Cloud via SDK/API access, plug-ins or pre-integrated, out-of-box solutions listed on partner marketplaces.



¹ <https://www.salesforce.com/research/customer-expectations/>

ABOUT BEHAVIOSEC

BehavioSec is the industry pioneer and technology leader for behavioral biometrics and continuous authentication, safe-guarding millions of users and billions of transactions today.

Deployed across Global 2000 companies to dramatically reduce fraud, friction, threat, and theft, BehavioSec verifies and protects human digital identities by understanding how we uniquely type and swipe across our ever-changing devices. Whether used in the Cloud or on-premises, BehavioSec delivers the superior user experience, precision, and scale needed by organizations to keep customers engaged while catching evasive, real-time attacks other solutions miss.

Founded in the Nordics in 2008 out of groundbreaking research, industry recognized BehavioSec partners with market leaders and organizations like DARPA, and has earned investment from top firms like Forgepoint Capital, Cisco, ABN AMRO, Conor Ventures, and Octopus Ventures. Headquartered in San Francisco, CA with offices worldwide, BehavioSec is ready to help you reduce risk, improve compliance, and digitally transform your distributed workforce and customer experience.

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