

Customer Profile

Rapattoni

Rapattoni builds business by protecting customer interests



For Sale

Acceleration

“We want to accelerate our business through a stronger security infrastructure to enhance customer confidence. Personally identifiable information such as sensitive homeowner information is sometimes unintentionally compromised. RSA® Adaptive Authentication successfully addresses these issues and also provides a springboard for further growth.”

Tim P Johnson,
Chief Financial Officer and VP of Business Development, Rapattoni

AT A GLANCE

Business challenge

- Rapattoni wanted to ensure that personally identifiable information such as sensitive homeowner information was not unintentionally compromised
- It also wanted to strengthen and grow its market position in a small but fiercely competitive market

Solution

- The company deployed The RSA SecurID® solution including RSA® Authentication Manager, the software engine that powers the RSA SecurID solution, and RSA SecurID hardware tokens to enable strong authentication for customers
- It is also providing its customers with the option of adopting RSA® Adaptive Authentication, an industry-leading risk-based authentication and fraud detection platform

Results

- Many of its customers are using the RSA SecurID two-factor authentication solution and will eventually transition to RSA Adaptive Authentication ensuring greater protection of personally identifiable information

Rapattoni is one of the leading software providers for the US real-estate industry. Established in 1970, the company provides the technology to power over 100 Multiple Listing Services (MLS) which are in turn used by over 250,000 real-estate professionals to share information about properties for sale.



BUSINESS CHALLENGE

An MLS consists of hundreds of data fields that provide real estate agents with information relating to listed properties, for example, price, size, location, amenities and commission rates for properties bought and sold. As such, it is an indispensable tool for US real estate agents, central to the sophisticated and smooth-running of the industry.



Rapattoni provides its MLS service via a Software-as-a-Service (SaaS) model, ensuring MLSs receive frequent software updates. Several years ago, Rapattoni implemented the RSA SecurID system, from RSA, The Security Division of EMC.



This consisted of RSA Authentication

Manager, the software engine, and RSA SecurID hardware tokens, which meant MLSs could protect their systems from unauthorized use. The implementation was a great success, with a large number of real-estate professionals using RSA SecurID tokens for secure website access to safeguard client's personal information.

Given the benefits among its customer base, Rapattoni kept a keen eye on RSA product developments and acquisitions and it was particularly interested in the launch of RSA Adaptive Authentication. This is a comprehensive authentication and fraud detection platform that monitors and authenticates customer activity based on risk levels, institutional policies, and customer segmentation. As a result, Rapattoni was keen to incorporate the technology into its MLS offerings.



The Security Division of EMC



For Sale

It believed the solution could galvanize existing security protection and equally importantly, in a small but intensely competitive market undergoing economic turmoil, Rapattoni understood that RSA Adaptive Authentication could also be used as a market-winning business differentiator.

SOLUTION

Tim P Johnson, Chief Financial Officer and VP of Business Development, Rapattoni, said: “The RSA SecurID system is a great advantage for our MLS customers. In line with our philosophy of introducing innovative technologies, we also decided to offer our customers RSA Adaptive Authentication.”

RSA Adaptive Authentication establishes the identity of users by measuring a series of risk indicators such as device identification, geographical location and behavioral profiling. By deploying the technology, Rapattoni’s customers ensured legitimate users can securely access the MLS from an office PC, notebook or remote PC at a client site, regardless of location.

It works by collating fraud indicators with user profiling and transactional behavioral patterns and identifies behavior and activity patterns that do not conform to historical patterns and known activities. For example, a user may log onto the MLS from a PC that they have not previously used. If the RSA Adaptive Authentication system does not recognise the IP address range, the user will need to answer a series of ‘challenge questions’ in order to be authenticated. The responses will need to correspond with information that was supplied when the user originally signed onto the service.

Further, if the IP address range does not reflect common usage patterns, for example, the computer which is attempting to access the MLS is in another region other than the usual area, a series of further flags will also be raised requiring more responses from the user, before access is permitted. All incoming logon attempts are vetted against RSA’s eFraudNetwork, the industry’s first and largest cross-institution, cross-industry, and cross-platform online fraud network dedicated to sharing and disseminating information on fraudulent activity.

The company unveiled the solution at a Rapattoni customer tradeshow, branding it Rapattoni Secure Logon. Johnson says: “The response was incredibly positive. All of our customers who saw this showed an immediate interest and wanted to know about deploying it.”

RESULTS

Johnson says: “Our customers immediately understand the value of this solution. It’s also widely used by many U.S. financial institutions for online banking and as such is already highly regarded. It has a very good reputation for protecting personally identifiable information.”

Rapattoni operates in a relatively small but highly competitive market. When it began offering RSA Adaptive Authentication, the real-estate market had begun contracting due to the economic climate. But the solution helped the company galvanize its market position.

“RSA Adaptive Authentication enhances our reputation in a tough economic climate, which gives us an edge over competitors. It’s a compelling offering and MLS sales are reflecting that,” adds Johnson.

RSA is a comprehensive provider of strategic and innovative authentication solutions that enable organizations to successfully meet growing needs. This has helped Rapattoni employ multiple authentication technologies to not only meet security objectives but also drive forward with its business goals.



“RSA has a very strong reputation in the U.S. due to extensive use of its security technologies throughout the banking community. Clearly it’s a great benefit for Rapattoni to be aligned with such a strong brand.”

Tim P Johnson,
Chief Financial Officer and
VP of Business Development,
Rapattoni



RSA Security Inc.
RSA Security Ireland Limited
www.rsa.com

The Security Division of EMC



RSA, the RSA logo, and SecurID are registered trademarks or trademarks of RSA Security Inc. in the U.S. and/or other countries. EMC is a trademark of EMC Corporation. All other trademarks mentioned herein are the property of their respective owners. ©2003-2007 RSA Security Inc. All rights reserved.

RAPAT_CP_0409