



# RSA SecurID® Select

Co-branding that increases your brand's visibility while leveraging the reputation of industry-leading RSA SecurID authentication

## At a Glance

- Increase visibility for your brand
- Enhance your reputation by leveraging the RSA SecurID brand
- Promote your commitment to e-security
- Distribute co-branded authenticators to customers, partners and employees

The RSA SecurID® Select program is designed to help you customize the world's leading two-factor authentication devices with your organization's logo and other brand attributes. By taking advantage of co-branding, you can increase awareness of your brand while leveraging that of RSA SecurID—universally recognized as the de facto standard for two-factor authentication.

## Increase Visibility for Your Brand

Building brand awareness and loyalty is a challenge faced by all businesses. To succeed, you must seize every opportunity to increase brand visibility and position your organization at the forefront of technology. RSA SecurID Select gives you the option to personalize RSA SecurID authenticators with your organization's unique brand elements. Whether your RSA SecurID installation includes 2,500 or 500,000 authenticators, you can extend your brand reach every time your customers, partners and employees use an RSA SecurID token to securely access VPNs, RAS, extranets, intranets, e-mail or corporate networks.

## Protect Your Reputation

Your reputation is everything. A single security breach can jeopardize both your business and your brand. RSA SecurID two-factor authentication is a must-have to conduct e-business securely. By providing users with RSA SecurID authenticators, you're assuring them that you have taken strong security measures to protect the confidentiality their electronic communications. RSA SecurID Select allows you to promote your brand through your deployment of one of the most advanced security tools available.

## Designing a Co-branded RSA SecurID Authenticator

Design is a critical part of the co-branding process. RSA Security design templates make it easy for you to develop your own professional artwork and determine how your organization's logo and other brand elements appear. RSA Security has developed a simple three-step process to ensure the timely delivery of a quality co-branded RSA SecurID authenticator. Learn about the process by reading "RSA SecurID Select Design and Production Process" at <http://www.rsasecurity.com/node.asp?id=1161>.

## Delivery of RSA SecurID Select

Because each RSA SecurID Select order is customized, production times will vary. Receipt of the artwork, creation of the authenticator "key sheet," processing and production of the authenticators all are factors that determine how quickly you receive your order. Contact your RSA Security sales representative for current lead times.



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## The RSA SecurID Select Authenticator

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Your brand elements, including name, logo and colors, in the configuration you determine, appear in the co-brand area left of the LCD display. The token case itself and the “Secured by RSA” label below the LCD are not available for customization. All tokens are shown actual size with sample co-brand elements.



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