

Customer Profile

Asian Banking Giant

Securing online banking on an unprecedented scale

Acceleration

“We were keen to accelerate our customers’ online banking experience while enhancing the security of their transactions. By implementing RSA SecurID® tokens, we have been able to do this, quickly and effectively, and are prepared for future business growth.”

IT Manager

AT A GLANCE

Business challenge

- Offer compelling eBanking services with reliable security measures to protect transactions and reassure customers
- Integrate new solution smoothly with bank’s existing platform to minimize downtime and service disruption

Solution

- RSA SecurID hardware tokens distributed to eBanking customers with training in their use and benefits
- RSA Authentication Manager deployed in just six weeks to manage access rights

Results

- Online banking customers increased from two million to ten million in just two years
- Bank is now fully compliant with regional government compliance demands for financial organizations

This large commercial bank in Asia serves over 12 million customers.

BUSINESS CHALLENGE

As online banking continues to grow in popularity, all commercial banks need to ensure they offer a compelling Internet-based service in order to attract and retain customers. This means delivering not only a comprehensive portfolio of financial services but also secure access to them, as

customers must know that their funds are protected at all times.

As one of the leading banks in Asia, this organization is keen to ensure it meets these requirements. It offered a range of banking services from balance checking to online payments and money transfers through its Web platform, but realized it needed to improve the security measures supporting it.

The system was originally supported by a USB key, meaning that customers did not have confidence in the security of their online transactions. This was hindering take-up of the bank’s online service.

The bank therefore began looking for a more secure authentication process for its online banking platform. It considered six vendors, measuring the options against two key criteria in detailed testing:

1. **Performance:** the different solutions were run for two weeks, measuring performance metrics such as number of authentications per second. The bank needed its new solution to handle 300 authentications per second, and found that the RSA SecurID solution was the only offering that could achieve this.
2. **Integration:** each authentication solution was tested for a week to ensure it integrated fully and smoothly with the bank’s existing platform. It preferred the RSA SecurID solution here too, as its integration was the smoothest.



The Security Division of EMC



SOLUTION

The bank chose RSA due to its superior performance in testing and the strong customer references provided. Other details were also important, however, such as physical robustness and ease of use. As a global expert in authentication technology, the bank found that the RSA solution was the one that met all these requirements.

The roll-out of the new solution was very quick, with implementation of the software authentication infrastructure - large enough to support millions of users - completed in six weeks. RSA was able to meet the bank's aggressive demand for new tokens, shipping millions over a matter of weeks to meet increasing demand.

As well as providing the solution, RSA and its local partners worked with the bank to educate its branch staff and provide manuals on the correct use of the RSA SecurID tokens and their benefits for end users. These front-line staff are now able to work directly with customers in the branches to explain how to use the tokens and why they have been introduced.

The bank now has 10 million online banking users, each with an RSA SecurID hardware token. As it acquires new customers all the time, this number is expected to increase.

RESULTS

Deploying RSA SecurID tokens has helped increase eBanking business significantly for the bank, in a very short time frame. Its online customer base has grown from one million to ten million in just two years. The two-factor authentication solution has also enabled it to meet local government regulations around eBanking security, ensuring it is compliant now and in the future.

Customers now find the token more convenient to use than a USB key. As it does not need to be plugged into the PC, it can be taken anywhere and is less easily compromised as any hacking or fraud attempts on the PC cannot reach the security device.



"The new RSA SecurID tokens are much simpler to use than the previous USB-based system. Our customers are already recognizing the value of using two-factor authentication and as a result we've seen a significant increase in online banking in just two years."

IT Manager



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

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