

# Painless Authentication for Security and Compliance

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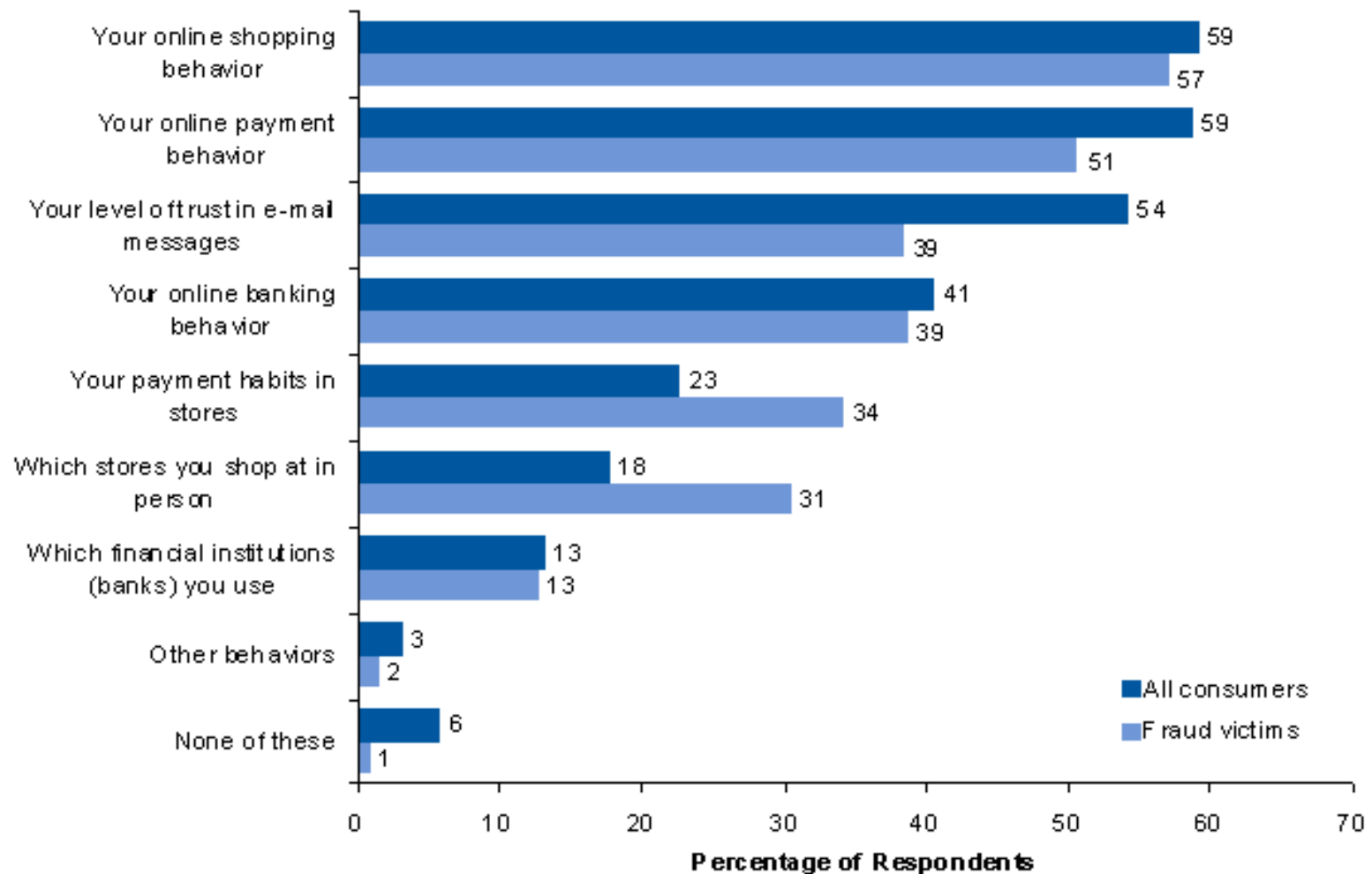
# Lots of Bad Guys and No Cops

- Cybercrime will continue to rise
- Organized crime networks with greater sophistication
- No associated increase in policing efforts



# Users are Running Scared

Figure 5. How Consumer Behaviors Have Changed Because of Security Concerns



Source: Gartner

# Driving Factors for Authentication:

- Users are more concerned about security than ever.
- SaaS applications have gone mainstream and into large enterprise with existing authentication infrastructure.
- Compliance is mandated; HIPAA, PCIDSS, many others
- Traditional Solutions including Passwords, Challenge-Response, and OTP provide mobility but less security and limited digital signature capabilities

**The Dilemma – how to increase security without the hassle**




# The Solution: eToken PRO Anywhere

## What is eToken PRO Anywhere?

- Strong authentication solution that delivers the security of certificate-based technology with the simplicity of OTP.



# A Comparison of Solutions

	<b>Password / Challenge- Response</b>	<b>OTP (One time PW)</b>	<b>eToken PRO Anywhere</b>
			
Ease of Use	High	Med	<b>High</b>
Security	Very Low / Low	Med	<b>High</b>
Digital Signature	Very Low / Low	Med	<b>High</b>
Longevity	Forever	Med	<b>Forever</b>
Mobility	High	Med	<b>High</b>
<b>Overall</b>	<b>Low</b>	<b>Med</b>	<b>High</b>

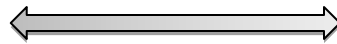
# How does it Work?

## ***eTokenPRO Anywhere Plugged In***

- *Pre-Defined URL*
- *Embedded Certificates*



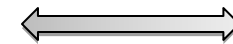
***Authenticating to  
eTokenPRO Anywhere  
server***



***Downloading  
eToken PRO Anywhere  
Hosted Application***



***Two-factor  
authentication  
established***



***accessing secure  
assets***



# Differentiating Factors

## What makes PRO Anywhere unique?

- Certificate-based (Public Key Infrastructure) secure access - from anywhere
- Plug and play, no end-point software installation required
- No maintenance, never expires

# eToken PRO Anywhere



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