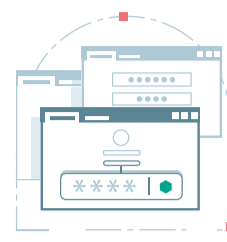


What is great authentication?



Legitimate User

It might be quite annoying for a legitimate user to receive an SMS with a code every time he is trying to access his digital account.

Second Factor Authentication

- SMS
- E-mail
- Call

Digital Account

For a business, adding second factor authentication would make user experience onerous and would create a risk of losing clientele.

Basic Second Factor Authentication Process

- Disrupts the session
- Takes more time
- Second factor can be stolen

Nevertheless, a balance between secure authentication process and seamless customer experience is key to making both parties content with the service.

Risk Based Authentication

Additional verification is only required when the risk score is higher than usual. That means frictionless access for proven customers and restricted or denied access for fraudsters. Numerous unique parameters are monitored in order to detect suspicious activity and estimate risks.

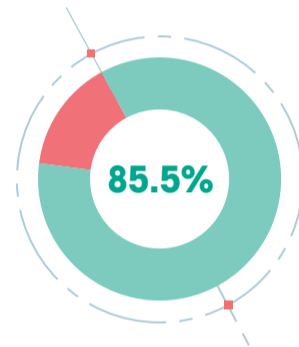
User gets benefits

- Seamless interaction with the service
- Faster transactions and purchases
- Higher level of data protection

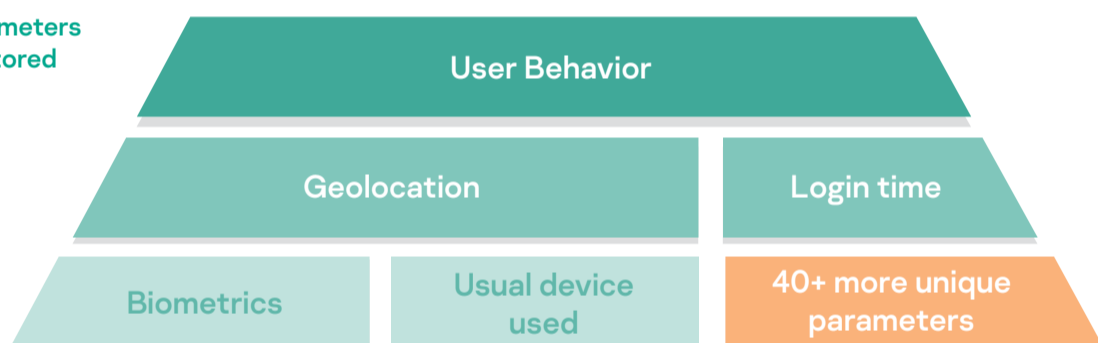
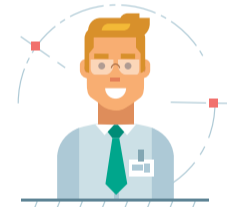
- True machine learning
- Forensic capabilities
- Reduced operational costs

Business gets more efficient

85.5% of users get to their accounts without additional verification. According to **Kaspersky Fraud Prevention** statistics.



Numerous unique parameters are continuously monitored in real-time by RBA



Usual location, time, device etc.

Successful login

Unusual activity and behavior like a new device or unknown location

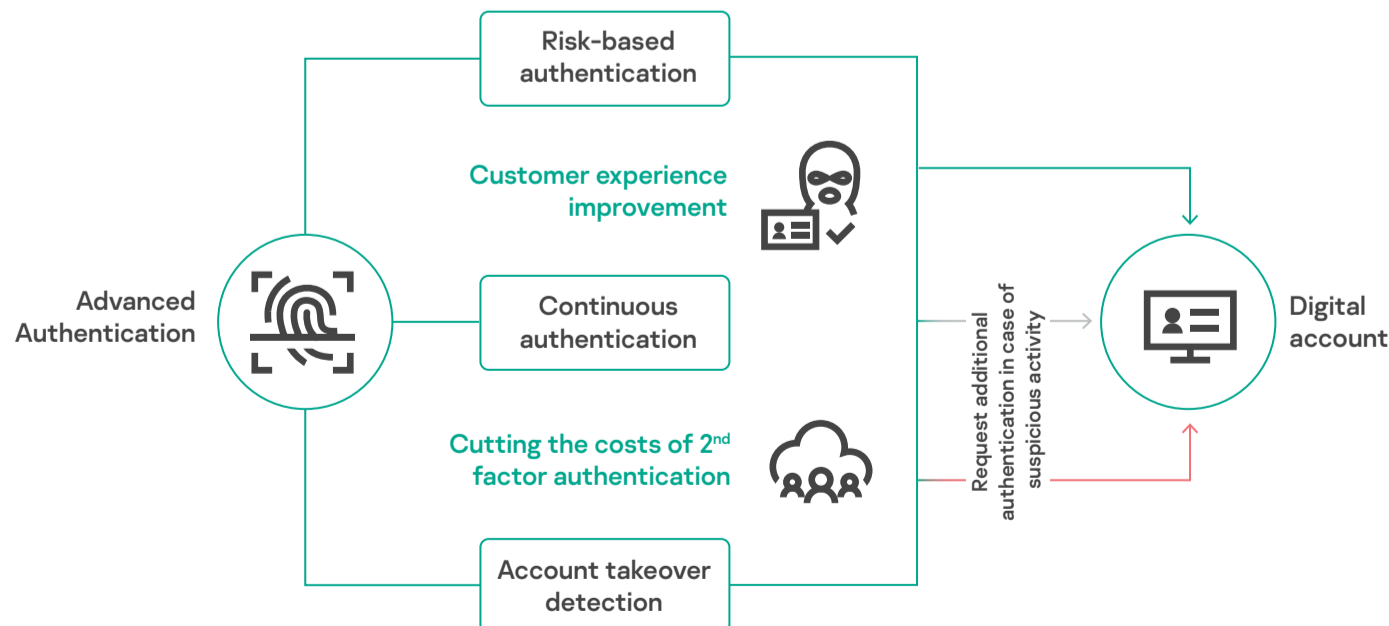
Successful login

Atypical behavior of a user signaling a high risk score

Login denied

Kaspersky Advanced Authentication

Advanced Authentication is made to improve the user experience, cut the costs of second factor authentication and continuously detect suspicious activity leading to business growth and higher level of security.



- Fast and seamless access to the personal account
- Preferable and handy authentication methods
- Confidence in safety of the services used.

Order your demo by contacting us at kfp@kaspersky.com



**Kaspersky®
Fraud Prevention**