

# Consumer Identity Protection

+ *adding confidence and convenience to online transacting*



Confidence Inspired™



# RSA Background

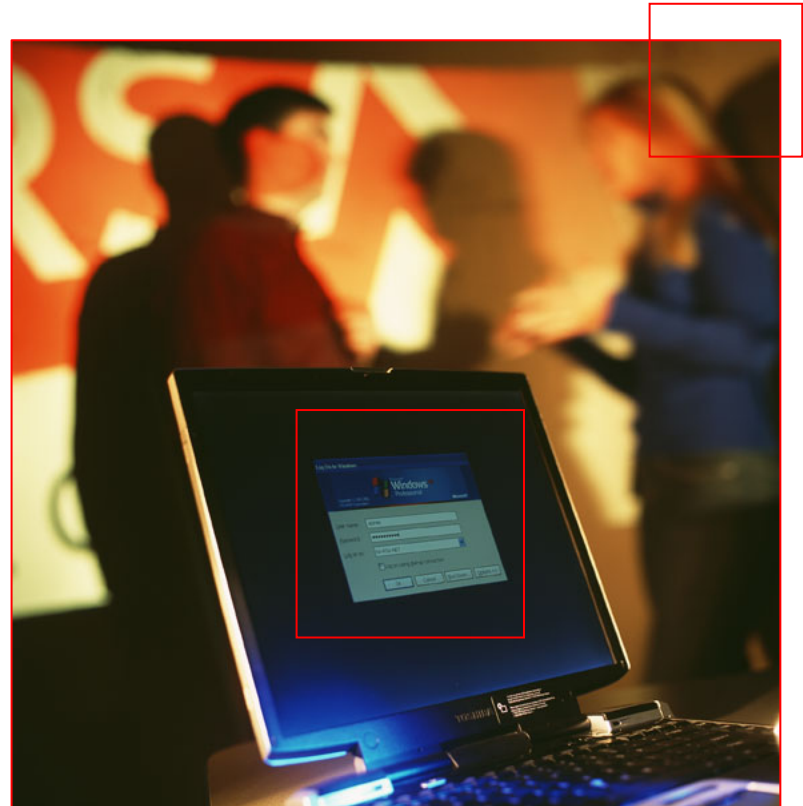
## History & Capabilities

Miles Rippon  
EMEA Sales Director

# Who We Are

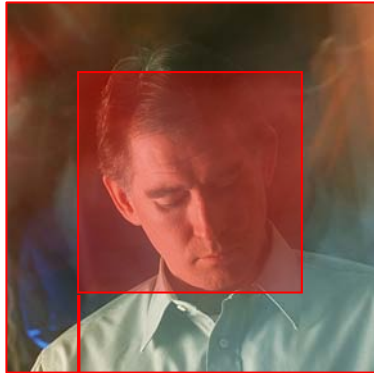
RSA Security is the expert in protecting online identities and digital assets.

*RSA Security invented the core security technologies for the Internet and continues to build on its 20 year history of innovation.*



# RSA Security: Solving Key Problems in Identity and Asset Protection

## Who are you?



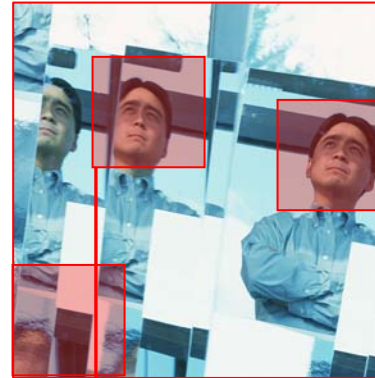
Employee  
Customer  
Partner  
**Hacker**

## What can you do?



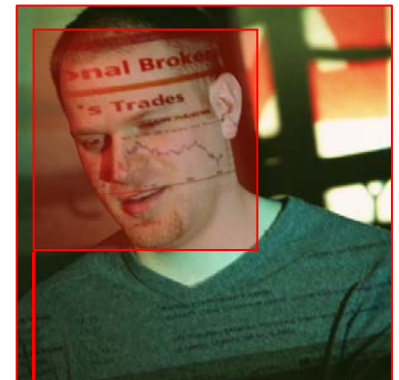
Check status  
Enter order  
Transfer funds  
View documents

## How do you manage identities?



Create  
Provision  
Manage  
Delete

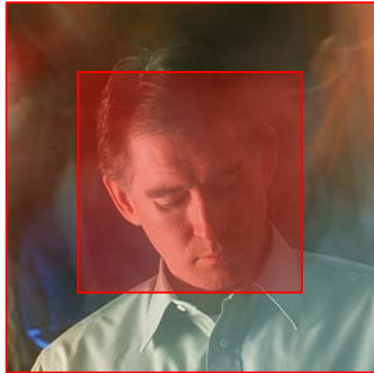
## How can you protect data?



Encryption

# Addressing Challenges Requires Key Capabilities

Who are you?



## Authentication & Credential Management

Determining whether someone or something is, in fact, who or what it is declared to be

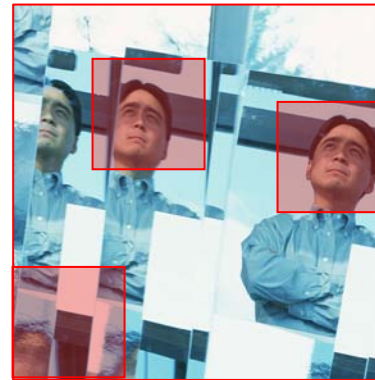
What can you do?



## Access Management

Enabling organizations to carefully manage access rights to protected resources

How do you manage identities?



## Identity Administration

Automating user life cycle management and administration, from user creation and modification to deletion

How can you protect data?



## Data Protection

Preserving the confidentiality and integrity of sensitive data whether at rest or in transit

# Who We Serve

- 18,000+ customers
  - 90% of the Fortune 100
  - 70% of the Fortune 500
- 70% market-share in strong authentication\*
- Great depth across a wide breadth of organizations and industries

— Financial Services

— Technology

— Consulting Services

— Manufacturing

— Healthcare

— Telecommunications

— Government



# A trusted partner in the European Banking Community

- 86% of the Top 50 World Banks Use RSA Security
- 92% of the Top 25 World Banks Use RSA Security
- ~2M tokens, in Customer facing Applications
- Finance Customers in Europe include:

**Strong authentication since 1987**

**Drop rolling SecureID out to ~500k customers**

**Adding 50k new Internet banking customers per month**

Logos visible in the collage include: CREDIT SUISSE, ABN-AMRO, UBS, BARCLAYS, Deutsche Bank, UniCredit, Volkswagen Bank, BOUTTIS, ADP, Banca Popolare di Sondrio (suisse), Rabobank, Förenings Sparbanken, BTV 3 Banken Gruppe, RSA SECURITY, Landsbanki, PROBANKA, BANCA POPOLARE DI VERONA - BANCO S.GEMINIANO E S.PROSPERO, and Julius Bär.



**RSA**

SECURITY®

Confidence Inspired™