



Four reasons to deploy strong multi-factor authentication using the YubiKey for online and mobile banking



Online and mobile banking usage is on the rise—according to Business Insider Intelligence’s 2018 US Mobile Banking Competitive Edge Study, 89% of survey respondents and 97% of millennials said they use mobile banking¹; but online and mobile fraud is on the rise as well. Passwords, security questions, SMS and OTP are common forms of authentication today, but these aren’t resistant to account takeovers caused by malware, breaches and man-in-the-middle

attacks, and they don’t offer the best user experience for customers. Financial services organizations need a more effective authentication solution to protect their commercial and consumer banking customers against account takeovers.

Below are four reasons to deploy strong multi-factor authentication (MFA) using the YubiKey for online and mobile banking:

1

The YubiKey is proven to stop account takeovers.

Currently prevalent authentication methods such as passwords and challenge questions are weak. Passwords and answers to challenges questions are easily stolen by phishing attacks, malware, and breaches, and sometimes even easily guessed. This makes mobile-based authentication such as SMS, OTP or push notifications problematic, especially for mobile banking. Out-of-band authentication is preferable, where the authentication request is made to a different device than the one being used to access online and mobile bank accounts. True out-of-band authentication will eliminate the risk of potentially infected computers and mobile devices.

The YubiKey is a hardware security key that can be used for out-of-band authentication, and is the only multi-factor authentication technology proven to stop account takeovers. In independent research conducted by NYU, Google, and UCSD based on 350,000 real-world hijacking attempts, YubiKeys stopped account takeovers 100% compared to on-device prompts (90%), secondary emails (79%), SMS codes (76%) and phone numbers (50%)². Even if a user is tricked into giving up their personal info, the YubiKey isn’t fooled. User credentials are built on strong public-key cryptography and bound to the service, ensuring that only the real site can authenticate with a key.

2

The YubiKey keeps financial institutions compliant to industry regulations

In 2005 FFIEC released guidance that financial institutions deploy multi-factor authentication (MFA) to secure online banking. Other mandates such as the NYDFS Cybersecurity Regulation and NAIC also require MFA for protected access to sensitive data. Financial institutions require an MFA solution that will help them prove compliance to these industry regulations and security audits.

The YubiKey enables strong MFA of users before providing access to sensitive and PII data, keeping financial services organizations compliant with existing and emerging regulations including SOX, PSD2, PCI, FIPS, and GDPR. YubiKeys meet FIPS 140-2 certification requirements and the highest level of assurance (AAL3) of new NIST SP800-63B guidance, and they secure access to PII data, in compliance with GDPR. Additionally, Yubico and FIDO are playing active roles in the PSD2 framework with proven technology.

3

The YubiKey offers the most convenient user experience

To ensure high customer adoption, authentication solutions should offer the best security AND a simple and convenient user experience. Some financial services organizations have implemented mobile-based authentication such as SMS codes, OTP and push notifications but these don't provide the best user experience. Waiting for and typing in one-time passcodes from SMS and email isn't the best customer experience or security.

The YubiKey offers best in class security and the most convenient user experience that customers can enjoy. YubiKeys conveniently work across all devices that customers use to access their online accounts—laptops, desktops, tablets, and mobiles. It also offers an easy and frictionless user experience that is 4 times faster than SMS. To authenticate, users simply tap/touch their security key.

4

The YubiKey is simple to integrate into existing systems and architectures

It's important for any organization that multi-factor authentication solutions for customer-facing applications and services be simple to integrate and deploy. Not just for future products and services but also for existing ones.

Enabling strong customer authentication with the YubiKey doesn't require a rip and replace of existing architectures. With WebAuthn, developers can rapidly integrate strong authentication and support for YubiKeys into products and services across web and mobile applications. Additionally, the Yubico Developer Program provides developers with extensive FIDO U2F, and FIDO2/ WebAuthn resources.

Offering multi-factor authentication using the YubiKey for online and mobile banking drives competitive differentiation and customer growth

It's vital that financial services organizations implement secure multi-factor authentication for customer-facing products and services. By offering differentiated multi-factor authentication using the YubiKey, financial service organizations can drive new customer acquisition and high customer retention. Customers will be assured that their accounts are protected against account takeovers with modern, convenient, affordable, and high assurance authentication such as FIDO2/WebAuthn hardware security keys.

¹ <https://www.businessinsider.com/mobile-banking-market-trends?IR=T>

² www.pindrop.com/blog/61-of-fraudtraced-back-to-the-contact-center/

About Yubico Yubico sets new global standards for easy and secure access to computers, servers, and Internet accounts. Founded in 2007, Yubico is privately held with offices in Australia, Germany, Singapore, Sweden, UK, and USA. Learn why nine of the top 10 internet brands and millions of users in more than 160 countries use our technology at www.yubico.com.

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