

Goodbye static passwords, your time is up



Growth in the digital commerce has led to new challenges around security and the consumer experience

Consumers are making more digital transactions than ever.



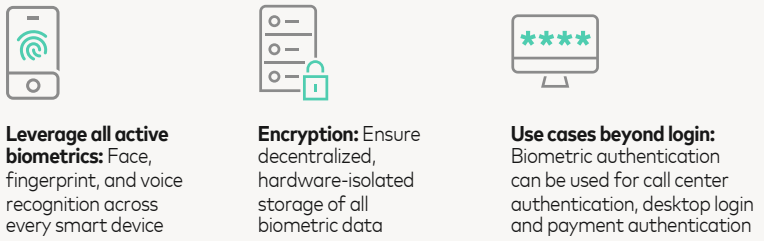
This rapid growth has led to security gaps in digital commerce, leaving consumers concerned and vulnerable.



And unfortunately, passwords don't go far enough in securing our digital identities and create friction in the experience.



Fortunately, new technology and innovations can address these challenges



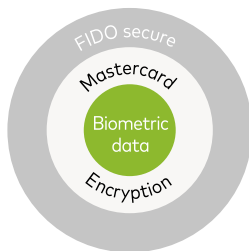
Mastercard makes smart devices the authentication hub, enabling powerful use cases that go far beyond free APIs and payments



Product highlights

- Brand-agnostic
- Single SDK implementation
- Encrypts biometric data to FIDO™ Alliance standards
- Works across all smart devices
- Authentication for all touchpoints for payments and beyond

Advanced encryption of biometric data



This solution is perfect for clients with issues surrounding account takeover, call center verification and password friction.

1. eMarketer, "Primary Reason that US Internet Users Make Digital Purchase," March 2018.
 2. Business Insider Intelligence estimates, Ecommerce Foundation, eMarketer 2018.
 3. Verito Analytics, 2018.
 4. Mastercard Glenbrook Consumer Control Research, US, January 2018.
 5. Payments Journal 2018 Report.
 6. Shape, 2018 Credential Spill report.
 7. Thycotic.com, Calculating Password Complexity.
 8. Mobile Biometrics in Financial Services Oxford Report.
 9. Identity Theft Resource Center 2017.

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