

# 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.



Of online shoppers state that convenience is the primary driver for digital purchases1



Digital commerce will almost double from ~10% in 2018 to ~18%

in 20222



Of the adult population is engaged in online shopping with the majority shopping on multiple channels desktop and mobile phone or tablet3

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



Of millennials worry about storing card credentials online4



44%

Increase in U.S. mobile fraud attacks<sup>5</sup>



Of all login traffic to alobal retailers are actually hackers using stolen data<sup>5</sup>

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



Time it would take **to** crack an eight-character alphanumeric password in 20187



36%

Of all online transactions are abandoned at checkout due to forgotten passwords8



Of consumers forget their passwords after two weeks9

### Fortunately, new technology and innovations can address these challenges



Leverage all active biometrics: Face, fingerprint, and voice recognition across every smart device



**Encryption:** Ensure decentralized, hardware-isolated storage of all biometric data



**Use cases beyond login:** Biometric authentication can be used for call center authentication, desktop login and payment authentication

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

Mobile authentication across all touchpoints

verification

EMV 3-D Secure step-up \_



Desktop browser biometric login

Seamless biometric authentication for call centers



# **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.

- Morketer, "Primary Reason that US Internet Users Make Digital Purchase," March 2018.
  Beiness Inside Intelligence estimates, Ecommerce Foundation, eMarketer 2018.
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