



# < Let's Talk

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## Entrust IdentityGuard Mobile

### Mobile Solutions for Greater Authentication Security

As mobile devices continue to expand in capability and popularity, they present tremendous opportunities for consumers and enterprises alike. This shift to more mobile-centric environments spans consumer-based activities like mobile banking or smartphone transactions, as well as more enterprise-specific tasks such as email communication or remote access VPN.

But as the use of mobile devices and applications grows, so does the rate and sophistication of identity attacks on popular mobile platforms.

### Financial Institutions Fight Fraud

While there are many safeguards deployed inside financial institutions today, criminals are increasingly turning to highly effective social engineering tactics, combined with stealthy malware, to illegally obtain consumer identities. To combat these attacks, Entrust IdentityGuard Mobile provides three tools that help organizations stop many types of online and mobile fraud threats.

- **Mobile One-Time-Passcode Tokens**

Entrust enables organizations to transform smartphones into convenient, secure one-time-passcode (OTP) tokens, leveraging devices that are widely deployed, to provide convenient security for online banking. Organizations can also brand these soft tokens for better customer or employee recognition. And this is a proven method that helps defend against today's advanced malware, like man-in-the-browser attacks.

- **Out-of-Band Verification**

Entrust's mobile application provides out-of-band notification of transaction details as part of the authentication process, and enables users to confirm the legitimacy of transactions. Entrust IdentityGuard also includes the ability to store and refer to transaction history.

- **Transparent Strong Authentication**

Entrust's easy-to-use software development kit (SDK) helps organizations embed transparent strong authentication right into their own mobile application. This provides transparent security for consumers using mobile banking, while enabling organizations to enhance security for the online channel.

And embedding OTP technology in a mobile device is more cost-effective than purchasing, issuing and deploying hardware tokens because it leverages devices that are already widely deployed — increasing user acceptance.

### Product Benefits

- Strong mobile authentication with out-of-band transaction confirmation
- Leverages mobile devices to boost authentication strength without inconvenience
- Provides soft token authentication for customer or enterprise environments
- Standards-based (OATH) authentication and signature
- Support for leading smartphone platforms including Apple iPhone, RIM BlackBerry, Android, Symbian (Java) and Windows Mobile
- Customizable to include organization-specific branding for increased user acceptance
- One of three proven Entrust methods for stopping advanced malware, including man-in-the-browser

## Mobile Devices Improve Enterprise Security

Much like the approach to securing mobile-banking customers, affordable solutions are available to secure mobile devices that interact or gain access to corporate environments. But enterprises face a different set of challenges with mobile devices co-existing within secure corporate infrastructures.

The use of mobile soft tokens — primarily to enable strong authentication to enterprise networks, applications and resources — dramatically improves enterprise security. Not only are they simple to use and deploy, they increase end-user adoption and promote cost-savings by removing the need to issue expensive hardware tokens.

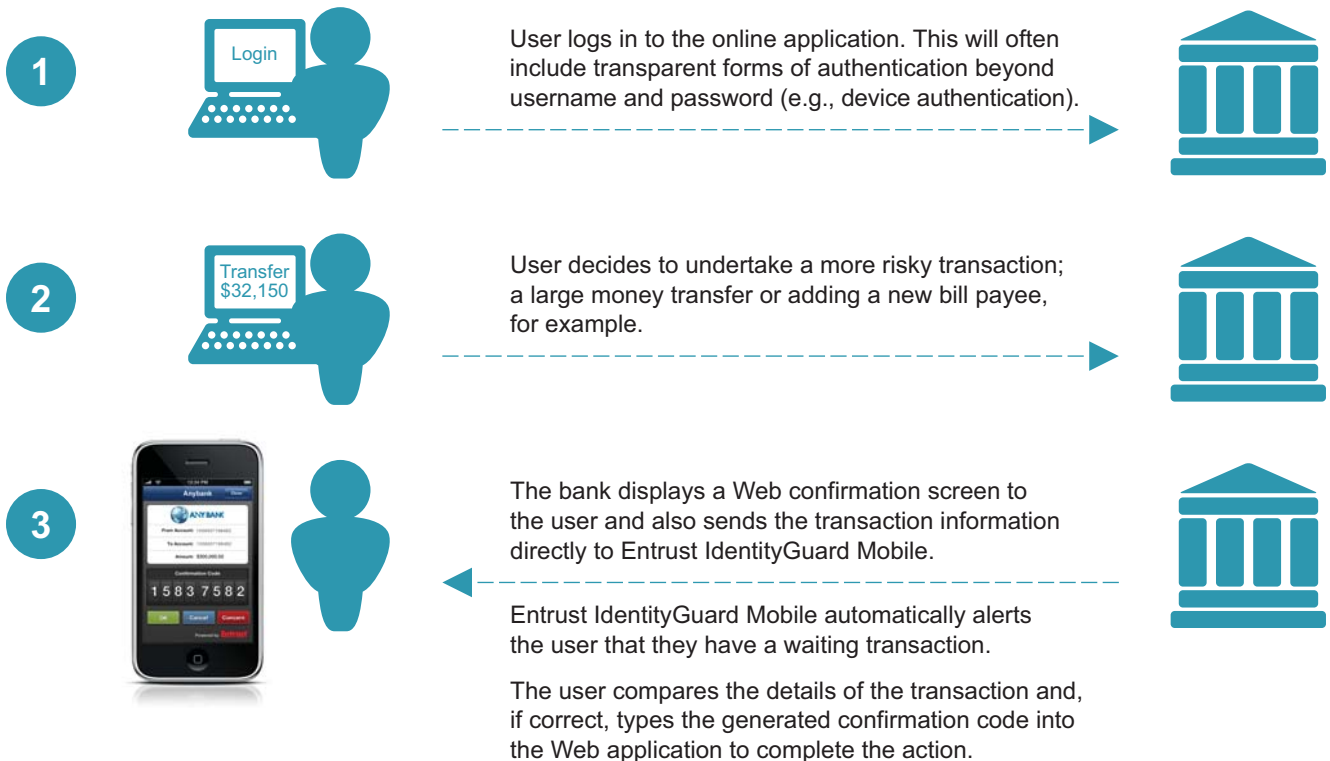
## Stronger Authentication via Mobile Devices

Entrust IdentityGuard Mobile is a family of identity applications that leverage mobile devices for greater authentication security. Proven transaction verification, one-time-passcode (OTP) authentication and Entrust's advanced software development kits (SDK) are powerful tools in the fight against online and mobile fraud.

In addition to enabling strong authentication with a software-based OTP token, Entrust IdentityGuard Mobile also strongly authenticates online transactions, taking into consideration the details of that specific transaction.

### Entrust IdentityGuard Mobile

#### How It Works



**Figure 1:** A common example of how Entrust IdentityGuard Mobile helps authenticate and verify a Web-based transaction via a mobile device.

## Advantages

### Simple Soft Tokens

Transform smartphones into convenient, secure one-time-passcode (OTP) tokens. This approach has a high user-adoption rate and can include organizations-specific branding for better customer or employee recognition.

### Beat MITB

The only mobile authentication solution on the market today that helps defeat advanced malware, including man-in-the-browser attacks. Key to interoperability, it leverages proven time-based, OATH-compliant OTP authentication and out-of-band transaction verification on leading mobile devices.

### Easy to Use

Enables out-of-band transaction verification, OATH-compliant signatures and even a method to immediately report suspicions account behavior. The end-user isn't forced to enter any data within the smartphone application, only a straightforward Web confirmation code to complete the transaction online.

### Portable

Use the most popular mobile platforms to boost authentication strength by not requiring the user to carry an extra hardware device or have access to a specific computer.

### Flexible

Supports the use of both simple time-based OTP as well as out-of-band transaction signatures. Also supports multiple identities within the same application, enabling organizations to fully leverage the deployed application (e.g., a banking ID as well as a corporate remote access ID).

### Broad Platform Support

Supports the leading mobile platforms on the market today, including Apple iPhone, RIM BlackBerry, Android, Symbian (Java) and Windows Mobile.

### Standards-Compliant

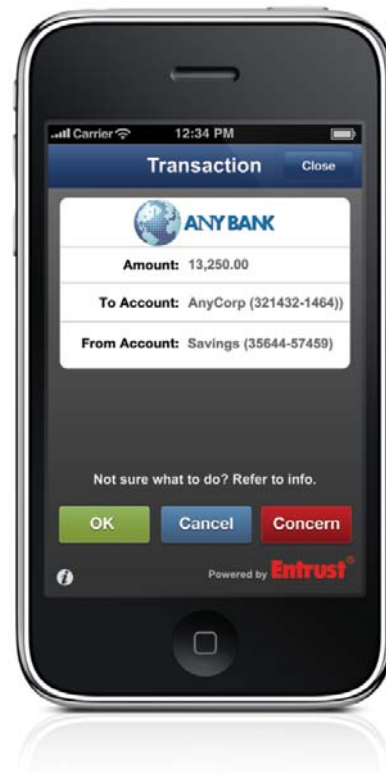
Uses the OATH standard for time-based, one-time-passcode and transaction signature generation.

### Customizable

Includes the ability to add organization-specific branding to each identity, improving usability and reinforcing brand image.

### For Developers

Entrust's easy-to-use software development kit (SDK) helps organizations embed transparent and strong authentication right into their own mobile applications.



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## Entrust & You

More than ever, Entrust understands your organization's security pain points. Whether it's the protection of information, securing online customers, regulatory compliance or large-scale government projects, Entrust provides identity-based security solutions that are not only proven in real-world environments, but cost-effective in today's uncertain economic climate.

The smart choice for properly securing digital identities and information, Entrust solutions represent the right balance between affordability, expertise and service. For more information on Entrust IdentityGuard Mobile, contact the Entrust representative in your area at **888.690.2424** or visit **entrust.com/mobile**.

## Company Facts

Website: [www.entrust.com](http://www.entrust.com)  
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Offices: 10 globally

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## About Entrust

A trusted provider of identity-based security solutions, Entrust empowers enterprises, governments, financial institutions, citizens and websites in more than 4,000 organizations spanning 60 countries. Entrust's customer-centric focus is the foundation to delivering organizations an unmatched level of security, trust and value. For strong authentication, credentialing, physical and logical access, mobile security, digital certificates, SSL and PKI, call 888-690-2424, email [entrust@entrust.com](mailto:entrust@entrust.com) or visit [www.entrust.com](http://www.entrust.com). Let's talk.

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