

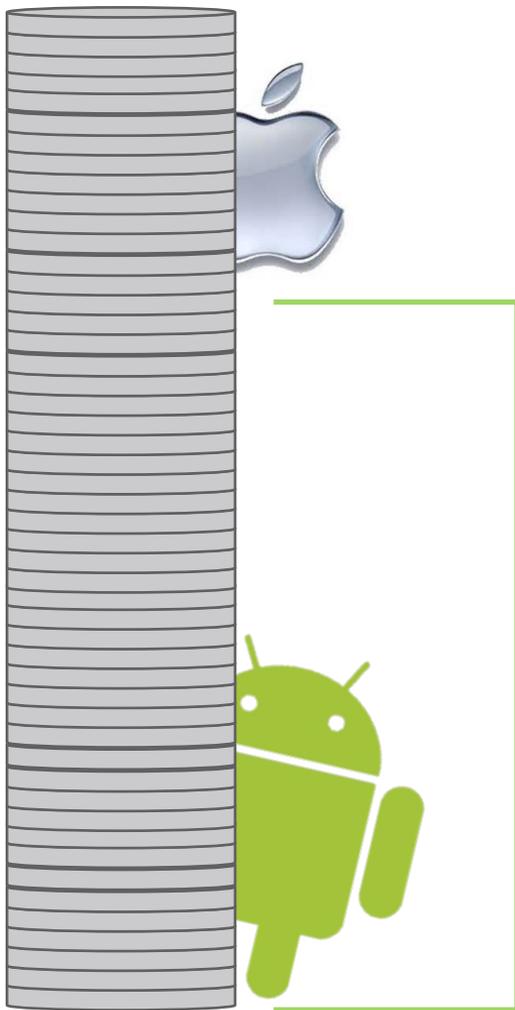
The Future of Mobile Authentication

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Product Marketing, RSA





~712-million smartphones

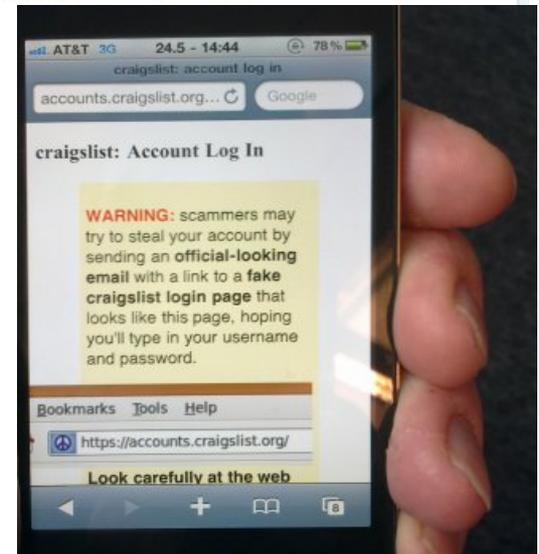
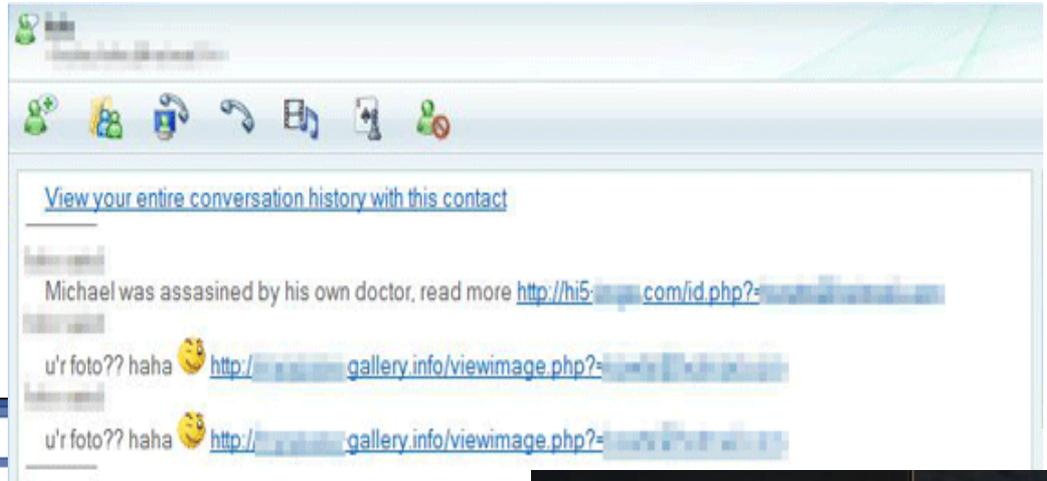
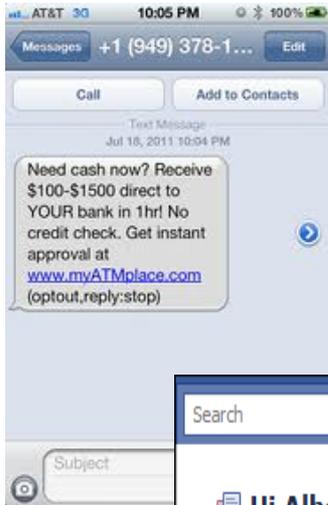


~135-million babies



No wonder Android is the primary target of mobile threats...

Look Familiar?



Cross-Channel Mobile Malware

Web Inject 1

As a result of unauthorized access to customers' personal information transmitted over the networks of mobile operators, [Redacted-RSA] bank in cooperation with the company's Premium Mobile Security suite, is now offering a program to strengthen the security of your personal information to complete payment transactions and other activities with your bank account. More than 15 million customers of banks and financial institutions around the world already use this system to protect their mobile access.

To encode and protect information transmitted to your mobile phone, install the free software linked below.

Please choose the operating system that runs on your mobile phone:

- Android (Samsung, HTC,...)**
- iOS (iPhone)**
- BlackBerry**
- Symbian (Nokia)**
- Other**

Current mobile phone number:

Web Inject 2

An SMS text message with a link to download the Android Premium Security Suite has been sent to the phone number indicated.

Please follow the link in the message and start the application installation process.

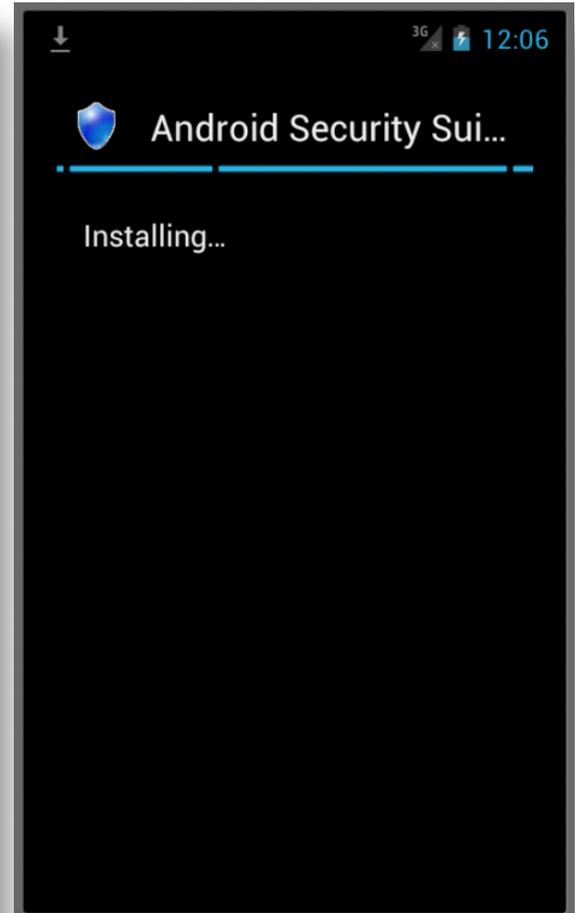
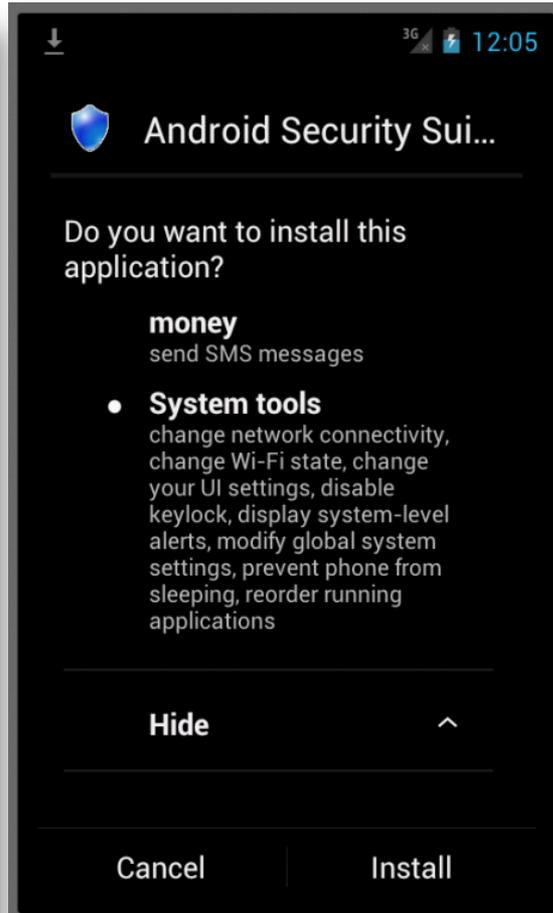
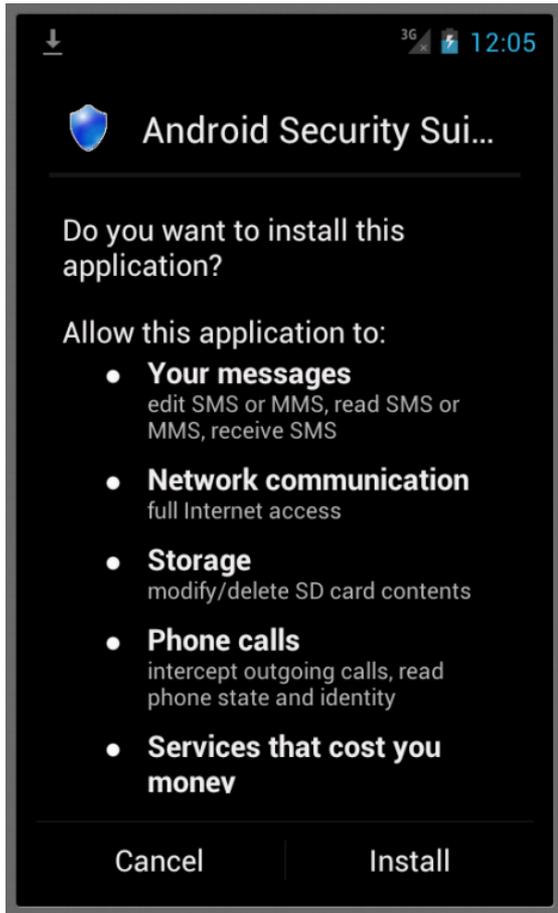
If you have not received the message, enter the following address into the address bar of your mobile browser:

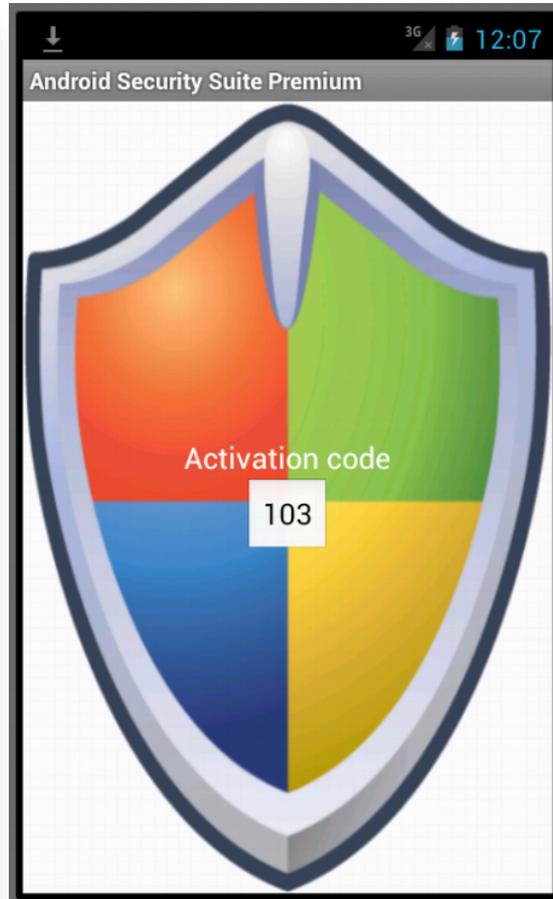
[http://\[Redacted - RSA\].net/androidversion2.apk](http://[Redacted - RSA].net/androidversion2.apk)

Upon the program's initial run, please enter the activation code appearing on the screen.

Activation Code:

Digital Signature:





They're in the App Stores, too



So what does this mean?



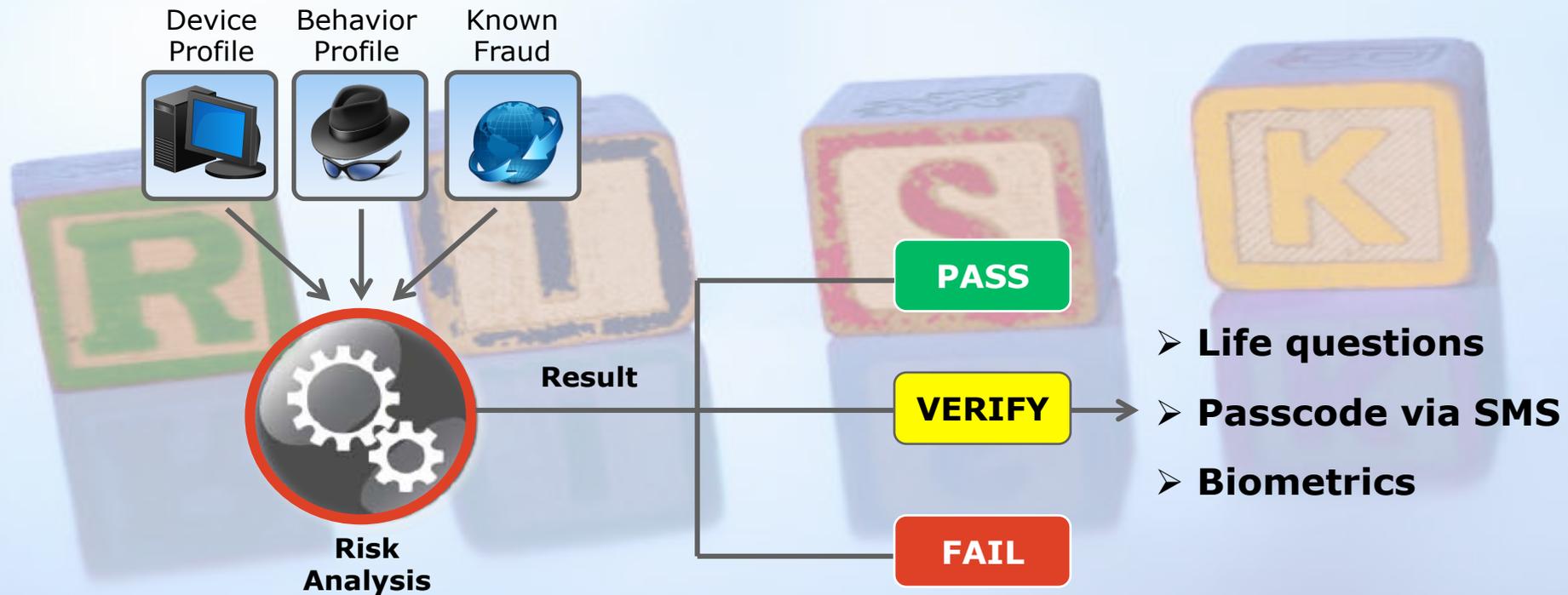
- Assume user devices have been compromised
- Implement best practices to secure data on or accessed by the device
- Enforce strong authentication to verify user's true identity

Challenges of Mobile Authentication

User Experience a top priority

Authentication must be convenient

Policies based on risk and sensitivity

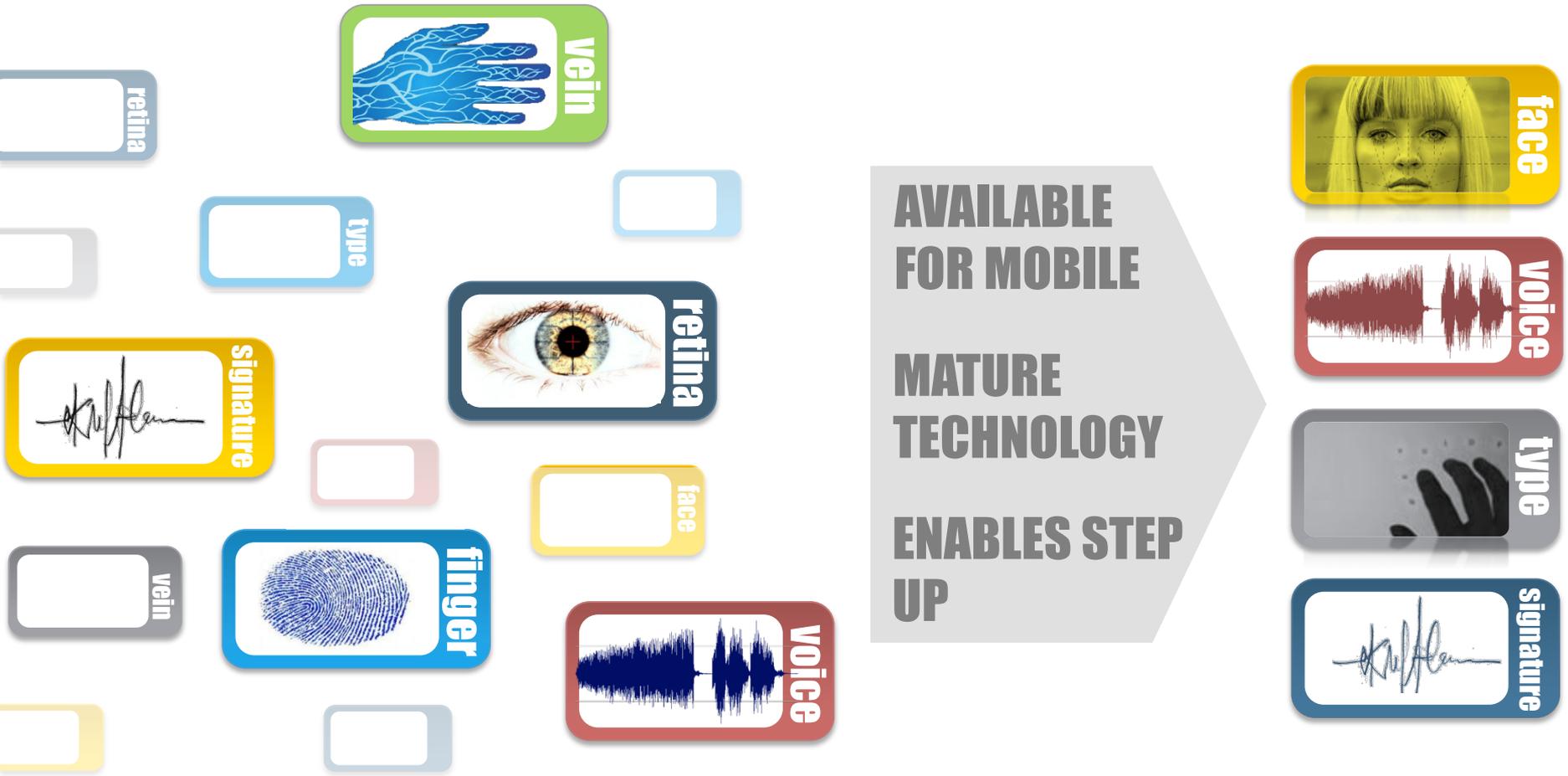


Biometric Methods For Mobile

Researched 30+ biometric solutions

Validated & Filtered

Evaluated methods

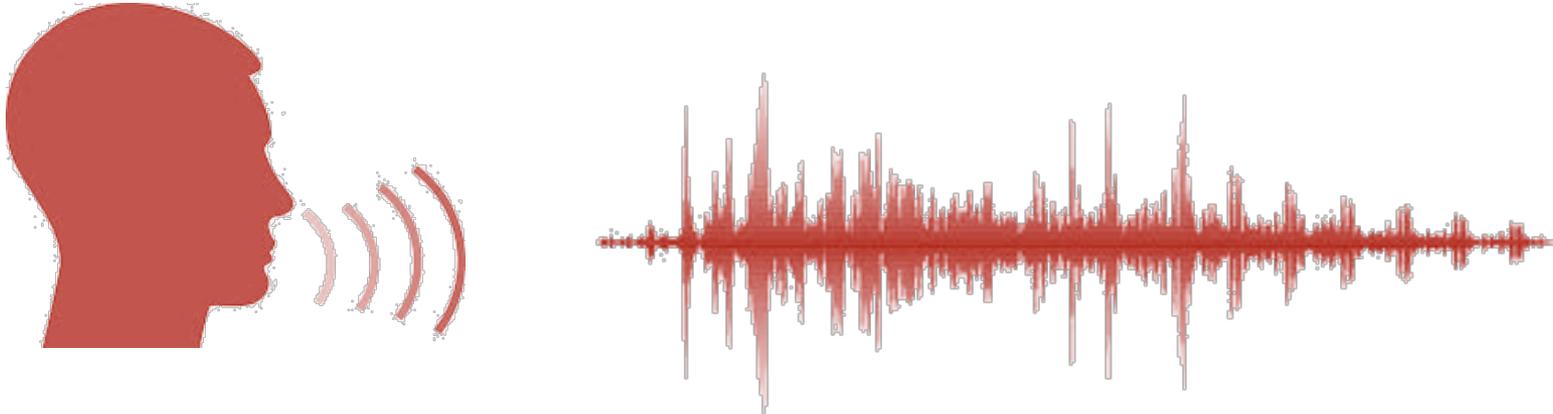


Usability

Accuracy

Integrations

The Future Is Now



Unlock Access Across Multiple Channels

