



News from Cardinal: Cardinal Cardholder Choice

Traditionally Financial Institutions (FIs) selected one method of authentication for their cardholders to use online. Today, Cardinal can provide FIs with multiple authentication technologies to give their consumers a choice.

What's New?

Cardinal Cardholder Choice is a new feature that enables the FI to offer choices to their consumers. Why? Because choice has shown higher consumer participation and the variety of authentication technologies provides better protection for FIs, since the card portfolio will not have a single point of potential compromise.

What are the options?

1. **FI Configuration Options** – Cardinal will work with each FI to create a menu of authentication technologies that are acceptable. That list of technologies can then be presented to their consumers for their choice. Cardholder Choice has shown higher participation and because it is their choice, a perceived better user experience.

FI Options:

- a. One-Time-Password (OTP) – example: OTP generated and sent to cardholder
- b. Knowledge-Based Questions – example: mother's maiden name, last 4 of account, account open date
- c. Token – example: RSA hardware, CAD app
- d. Risk Based Authentication – example: transaction history determines authentication method

2. **Cardholder Options** – With the market shifting to more dynamic means of authentication, Cardinal offers the cardholder options they can select from to authenticate.

Cardholder Options:

- a) OTP via SMS – OTP generated and delivered via text
- b) OTP via email – OTP generated and delivered via email
- c) OTP via CAD – OTP generated on CAD app
- d) OTP via token – OTP generated on RSA hardware
- e) Answer knowledge-based questions – cardholder answers personal knowledge-based questions

The screenshot shows a web interface for 'Any Bank Inc.' with a header containing the bank logo and credit card logos (MasterCard, Visa, American Express, Discover). The main content area is titled 'Welcome to the AnyBank Financial service. To continue with your transaction, please select a method of One-Time-Password delivery from the choices below.' There are five radio button options, each with a '< Click Button' link: 'Mobile SMS/Text' (selected), 'Email Message', 'CAD OTP', 'Token', and 'Answer Knowledge Base Questions'. Each option has a brief description of how the OTP is delivered. At the bottom, there is an orange 'Submit' button and links for 'Terms of Use', 'Help', and 'Exit'.

Benefits of Cardinal Cardholder Choice:

- For FIs, it provides a means to transition from older authentication methods to more dynamic ones.
- Aids in decreasing the number of FI and Partner service inquiries by putting the cardholder in control. Cardholders prefer options instead of being forced into something they don't like, and they can make their choice based on what is best for them **at the time of each transaction.**
- **Increases the chances of a successful authentication program.**
- **Allows the cardholder to feel in control!**

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