BehavioSec
Restoring Online Trust

Cisco

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Online Trust Is Broken

Organizations have inherited
risk they simply don't control.

DATA RECORDS COMPROMISED IN FIRST HALF OF 2018

3,353,172,708

18,525,816	771,909	12,865	214
RECORDS	RECORDS	RECORDS	RECORDS
EVERY DAY	EVERY HOUR	EVERY MINUTE	EVERY SECOND

Source: Gemalto Breach Level Index

MALWARE   CREDIT CARD FRAUD
TECH SUPPORT SCAMS **APPLICATION FRAUD**
REMOTE ACCESS THREATS EMAIL ACCOUNT COMPROMISE
AUTO-LOGIN BOTS
ACCOUNT TAKE OVER
IDENTITY THEFT **NEW ACCOUNT FRAUD**
CREDENTIAL STUFFING
PASSWORD SPRAYING **SYNTHETIC IDENTITY FRAUD**
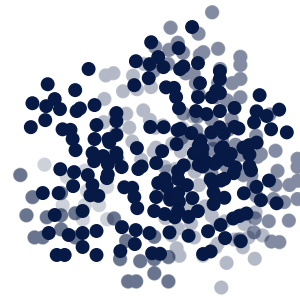**STOLEN PII** BUSINESS EMAIL COMPROMISE
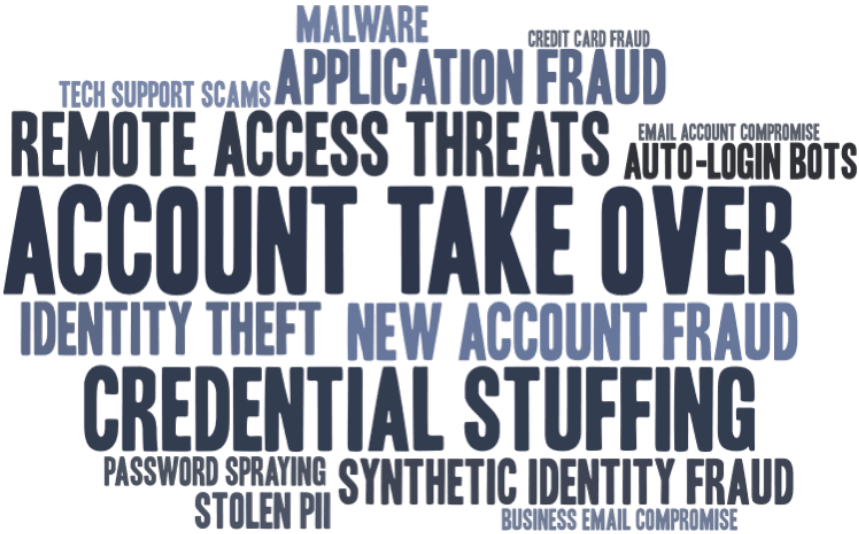
Many types of attack stem
from this ongoing epidemic.

Organizational Responses Have Their Own Challenges

Organizations have responded in many ways, including:

Placing more responsibility on the customer

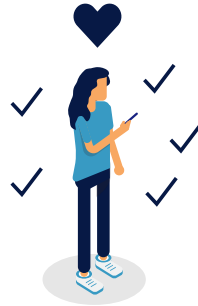Collecting many noisy fraud signals during authentication

Resorting to costly manual verification after the fact

Result: increased friction and cost, but little success verifying who's who online.
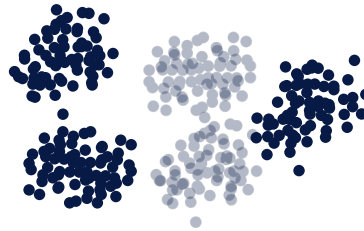
BehavioSec Enables Online Trust

...by providing a **continuous** and ***zero friction*** sensory capability that helps you verify that people are who they say they are.

Delivers a better customer experience

by helping you eliminate friction points

Reduces analyst case load

by delivering a unique signal that is inherent to who someone is
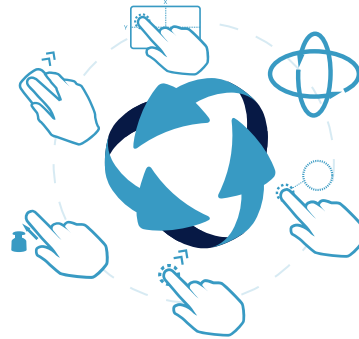
Reduces manual verification costs

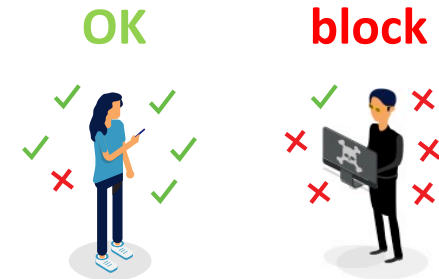*by identifying legitimate users*

How It Works

Continuous, Zero Friction Authentication

**1** A user interacts with your app or website the way they always do

2 Behavioral signals are silently and continuously collected and analyzed

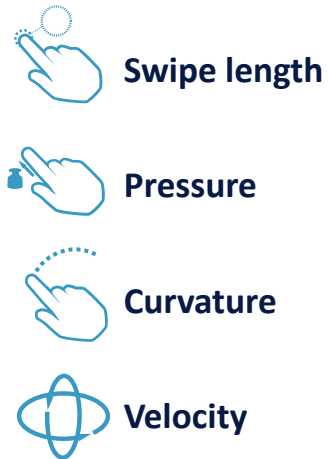**3** An authenticity score is generated, so you can make a quick decision

How Can Behavioral Signals Uniquely Identify People?

Let's analyze a simple 'swipe up' gesture on a mobile phone...

Source: BehavioSec Research

Swipe length

Pressure

Curvature

Velocity
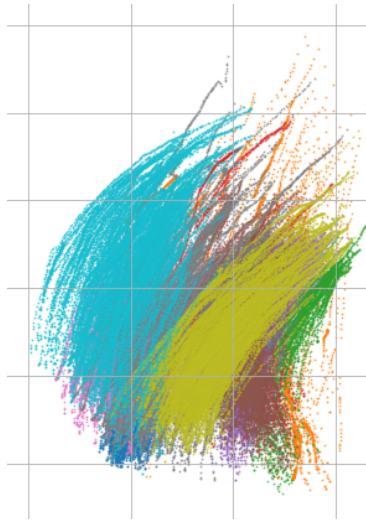
Source: BehavioSec Research

A plot of the raw coordinates of the gesture for several individuals.

Key features are extracted from the gesture

After applying a machine learning algorithm to the features, distinct user behavior patterns emerge.

Welcome to the Next Generation in Authentication

BehavioSec delivers continuous, zero friction authentication which helps you:

- Improve authentication accuracy
- Deliver a better user experience
- Reduce analysis & verification costs

… All while leveraging your existing infrastructure investments, so you can *regain trust online.*

Key Partnerships   gemalto×   OneSpan   **HID**   UNISYS   NUANCE   Kount®   CISCO

Thank You!

<Acct Exec Name> | <Title> | Mobile (xxx) xxx-xxxx | <yourname>@behaviosec.com

<Sales Engineer Name> | <Title> | Mobile (xxx) xxxx-xxxx | <yourname>@behaviosec.com

Product Demonstration

Some Frequently Asked Questions Before we Dig in…

How accurate is the system?

BehavioSec is able to verify digital identities with up to ***99.7%*** accuracy.

**How long does it take to train?**

While it typically takes between ***five*** to ***ten*** sessions to train a profile to detect human impostors, new account fraud, Remote Access Trojans (RATs) and automated attacks can be detected immediately.

What does "Score" represent?

Rated on a 0-100 to scale, Behavioral Score (often referred to as just **Score**) indicates how closely the current user's session behavior matches their trained profile.

A High Score (close match)
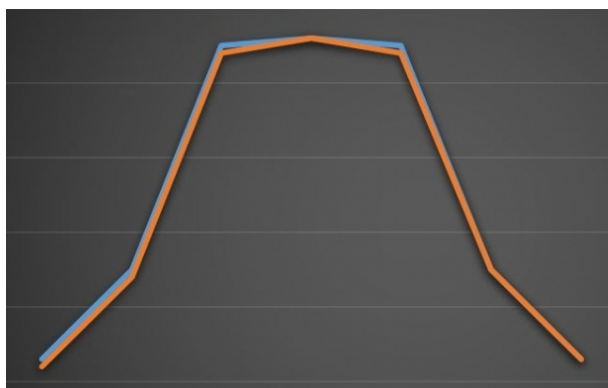
Session Behavior
Trained Profile
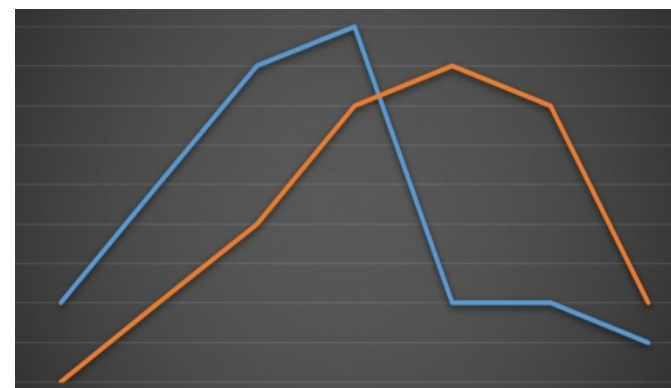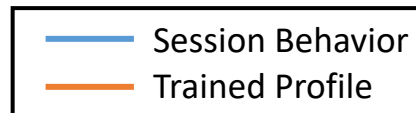
A Low Score (divergent behavior)

Some Frequently Asked Questions Before we Dig in…

What is "Risk"?

Risk is a measure of potentially fraudulent activity during the course of a user session.

Risk is a more comprehensive measure of fraud than **Score** because it takes more factors into consideration than just raw behavior. Risk is measured on an unbounded scale, with values between 0-100 generally considered low Risk and those over 100 considered high. *Risk is most often the primary value that customer's integrate into their fraud detection frameworks.*

What factors does Risk consider beyond raw behavior?

Here are some of the more notable factors that are incorporated into Risk. Many are displayed as **Flag** icons in the UI and also appear in relevant API responses:

Bot Detection	Low Device Reputation	Remote Access
Data Corruption	IP Change	Replay Attack
Data Integrity Violation	JavaScript Tampering	Corrupt Session
Device Change	Obfuscated Session Origin	

Demo Links

Demo Bank App

URL: https://bank-app.behaviosec.com
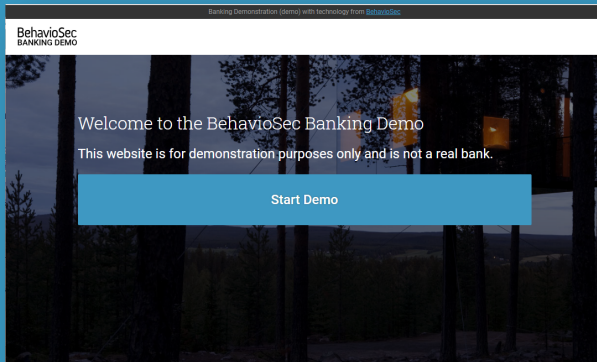
BehavioSec GUI Console

URL: https://sense.behaviosec.com/BehavioSenseDashboard/overview.jsp