



Credit Suisse

For this leading financial services firm, the “new idea” of consumer authentication has already stood the test of time.

“Since 1987, RSA SecurID® tokens have provided our online banking customers in Switzerland with authentication devices that are portable, easy to use and highly secure. This solution has helped us increase the use of online banking services and reduced our transaction costs. That’s why we recently reaffirmed our commitment to RSA SecurID authentication.”

Christian Leuenberger, Project Manager, Credit Suisse

ABOUT CREDIT SUISSE GROUP

Credit Suisse Group is a leading global financial services company headquartered in Zurich. It provides private clients and small and medium-sized companies with private banking and financial advisory services, as well as pension and insurance solutions from Winterthur. In the area of investment banking, it serves global institutional, corporate, government and individual clients in its role as a financial intermediary. Credit Suisse Group’s registered shares (CSGN) are listed in Switzerland and in the form of American Depository Shares (CSR) in New York. The Group employs around 60,000 staff worldwide. As of June 30, 2004, it reported assets under management of CHF 1,227.3 billion.

THE PRESSURE IS ON

Around the world, there is growing pressure from consumers who want businesses, governments and institutions to enhance online security. Concerned by increasing identity fraud, consumers are demanding more robust methods for protecting online identities and other personal data. In surveys, they have even expressed willingness to switch providers or pay premium prices for enhanced security. At the same time, businesses are seeking ways to reduce the costs and lost opportunities that result from fraud and compromised accounts.

In response to this challenge, companies in key sectors—including financial services, Internet Service Providers (ISPs) and e-commerce—are implementing enhanced security access systems such as RSA SecurID® two-factor authentication. For more than 15 years, RSA SecurID tokens have proven highly effective in providing remote and mobile employees with secure access to corporate networks. Now, the same technology is being adopted in consumer environments that serve tens of millions of users.

CREDIT SUISSE: AHEAD OF THE CURVE

Some organizations have a significant head start in offering enhanced security to their customers. Credit Suisse is among these leaders. For over a decade, the Swiss corporate customers of Credit Suisse have used RSA SecurID tokens, in addition to passwords, to authenticate themselves for online account access. These have been available to retail and private clients in Switzerland since 1992.

The tokens, widely recognized by a distinctive numerical passcode that changes every 60 seconds, have been very well received by Credit Suisse customers, according to Christian Leuenberger, project manager for the company. “By every measure, our RSA SecurID solution has been a success,” said Leuenberger. “The fact that we issue the tokens demonstrates to our customers that we take their security concerns very seriously. Because the code required to access accounts changes randomly every 60 seconds, it is very difficult to impersonate a Credit Suisse account holder. Customers appreciate how convenient and easy the token is to use. They can take it on vacation or when they travel on business and are still able to access their accounts from any device with a Web browser. Customer satisfaction is very high.”



Confidence Inspired™

Credit Suisse benefits in other ways as well. Because customers have a high degree of trust in the tokens, they use electronic banking services more frequently, thus reducing transaction costs. In addition, by leveraging its RSA SecurID authentication infrastructure and expertise across multiple business units, the financial services giant can quickly add two-factor authentication to new banking applications, thereby speeding up the deployment of new offerings and enhancing return on investment (ROI).

TAKING A FRESH LOOK AT AUTHENTICATION

Despite its positive experience with RSA SecurID technology, Credit Suisse was not content to rest on its laurels. "Reviewing all security aspects is a permanent task of a bank," said Leuenberger. With regard to online banking operations, the user authentication is of crucial importance. So Credit Suisse carried out a security assessment, based on the assumption that traditional tokens, threatened by the continuous growth of the electronic capabilities of potential attackers, will have to be replaced in the future. The assessment of the up-to-date tokens showed that they were able to provide a sufficient degree of security for the next several years.

Based on these findings, a decision was made to evaluate only token-based offerings, instead of including technologies such as smart cards and challenge/response products. Customers were comfortable with the simplicity and portability of tokens, and believed tokens to be the most secure; they were likely to resist solutions perceived as being less convenient, flexible or safe. Additionally, Credit Suisse, assured that security and user convenience were satisfactory and the functionality comparable to other technologies, was not interested in any solution requiring major new infrastructure investments while providing the same functionality.

IF IT ISN'T BROKEN, DON'T FIX IT

"The results of the evaluation were conclusive," said Leuenberger. "The RSA SecurID solution was not only ideal from a security standpoint, but also received the highest total score in the other areas we evaluated." As a result, Credit Suisse decided to continue using RSA SecurID authentication for electronic banking.

"Over the last several years, we have developed a close working relationship with RSA Security," said Leuenberger. "We often share with them our needs, and they keep us informed of product developments. As we continue to expand our electronic banking products, we know we can rely on RSA SecurID for two-factor authentication that is convenient, reliable and highly secure."

ABOUT RSA SECURITY

RSA Security helps organizations protect private information and manage the identities of people and applications accessing and exchanging that information. RSA Security's portfolio of solutions—including identity & access management, secure mobile & remote access, secure enterprise access, secure transactions and consumer identity protection—are all designed to provide the most seamless e-security experience in the market. Our strong reputation is built on our history of ingenuity, leadership, proven technologies and our more than 15,000 customers around the globe. Together with more than 1,000 technology and integration partners, RSA Security inspires confidence in everyone to experience the power and promise of the Internet. For more information, please visit www.rsasecurity.com

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