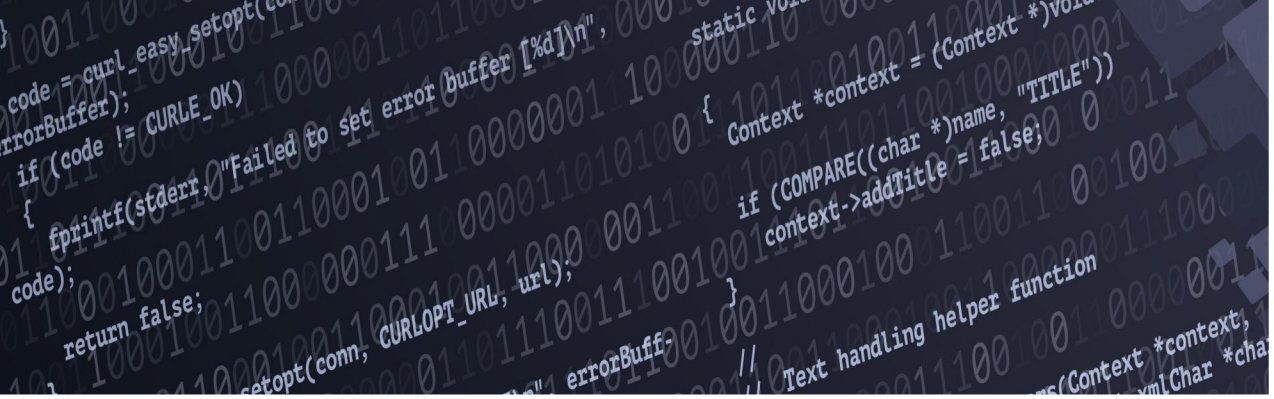


FUTURAE

www.futurae.com

SANDRA TOBLER, CEO, SANDRA@FUTURAE.COM

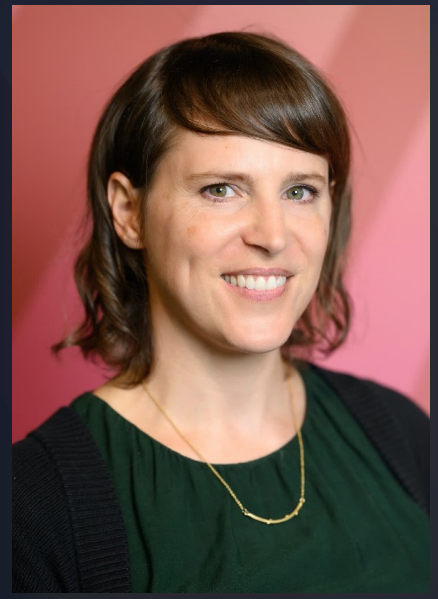
Futurae Technologies –
future-proof, user-centric authentication

Inspiration Session, Schweizer KMU Tag

Agenda

- Wer sind wir?
- Was wir tun - Problemstellung und wo wir unterstützen?
- Startup und Überraschung – Wie gehen wir mit Unsicherheiten um?
- Welche Tipps habe ich als Startup an KMUler?

Your Trainer



Sandra Tobler

CEO and Co-founder Futurae
Previously: WEF, IBM, S-GE/EDA
Jury “Venture”, Swiss Fintech Ambassador, Board Kick Foundation, - Startupticker and Swiss Startup Association, Swiss Cybersecurity Startup Map

What problems do I work on?

Your **Login Details** (e.g. User Name, Email address, Password) are **public** information

Check → https://haveibeenpwned.com/

“it was not such important data”

Value of data - Cybercrime Price List

Services

Hacking

$100	Email Acccount
$100	Social Media Account

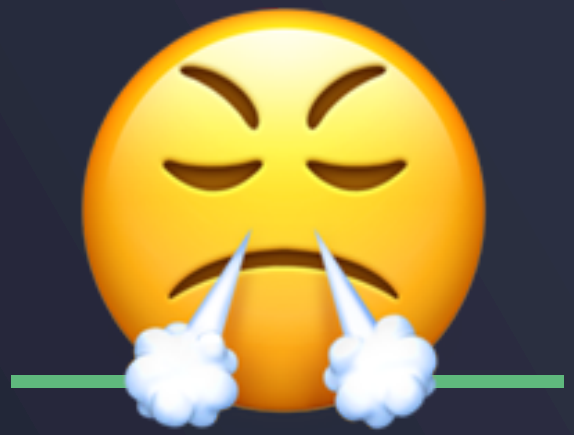
Attack tools

Personal Information

$5	Bank Account Login (user name and password)
$25	Bank Account Login with access to email security answers etc.
$25	1 mio compromised email/passwords

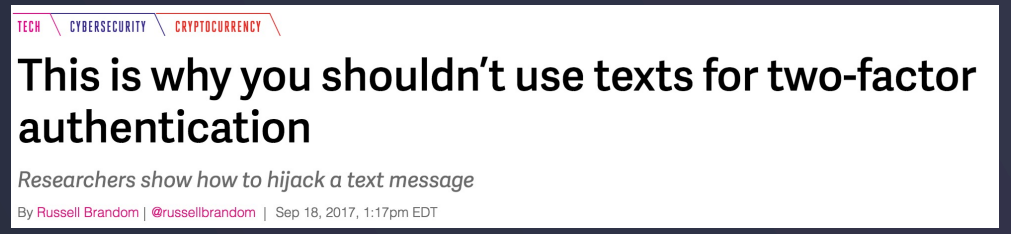
Source: https://www.recordedfuture.com/cyber-operations-costs/

Two-factor Authentication (2FA) avoids that hackers get access to information



Old solutions are not secure: SMS - Authentication

- SS7 network attacks possible, since no authentication (global scalable attacks)
- Access point Spoofing (near range attacks)
- Number portability problem with network operation
- NIST does recommend NOT to use SMS anymore for strong two-factor authentication (Document 800-63-3)


TECH | CYBERSECURITY | CRYPTOCURRENCY

This is why you shouldn't use texts for two-factor authentication

Researchers show how to hijack a text message

By Russell Brandom | @russellbrandom | Sep 18, 2017, 1:17pm EDT

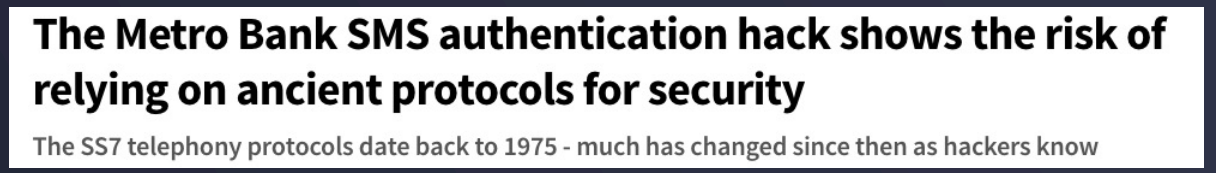
KrebsonSecurity

In-depth security news and investigation

01 AUG 18 **Reddit Breach Highlights Limits of SMS-Based Authentication**

ANDY GREENBERG SECURITY 06.26.16 07:00 AM

SO HEY YOU SHOULD STOP USING TEXTS FOR TWO-FACTOR AUTHENTICATION


The Metro Bank SMS authentication hack shows the risk of relying on ancient protocols for security

The SS7 telephony protocols date back to 1975 - much has changed since then as hackers know

New approaches do not fully solve the problem

Fingerprint / FaceID

OK for on-device authentication

Revocation is hard and the major issue

Companies can’t store biometric information (GDPR)

Voice Recognition

Problematic in public

Easy to spoof with AI

Large set of training data required

What can companies and people do if **Passwords** leak?

- Password reset

This Bill Hader Deepfake Vide
Also Terrifying for Our Future

Everything you need to know about the technology that poses real dangers to our

BRIAN BARRETT SECURITY 06.10.2019 06:43 PM

Hack Brief: Hackers Stole a Border Agency Database of T Photos

In compromising a Customs and Border Protection subcontractor, hackers make off with photos of travelers and license plates.

Biometric authentication is not a security panacea

By Craig Lurey December 12, 2019

Biometric authentication systems are convenient, but they're no substitute.

MIT Technology Review

Computing Aug 14, 2019

Data leak exposes unchangeable biometric data of over 1 million people

Build trust, not inconvenience

FOR MOBILE APPLICATIONS

FOR SKILLS ON SMART HOME DEVICES

FOR TABLETS

FOR WEB APPLICATIONS

The Futurae Platform authenticates your users. However you want it. Wherever they are.

User-first, Privacy-first

The authentication layer sitting on top of the identity → **privacy by design**

The Futurae Platform:

- Built with users in mind
- Designed for speed to market
- Forward-thinking technology

A fully integrated platform for authentication

- Modular authentication and transaction signing, fraud detection, passwordless in one platform
- For web and mobile applications
- Mobile SDKs, Futurae Security App, White-label App, Hardware tokens, and other methods

One security – many potential use cases

To simplify the user interaction related to authentication across digital products:

- Login for web / mobile
- Transaction signing
- Helpdesk user authentication
- Sensitive operations (e. g. self-registration, place order, change address)

We innovate where support problems arise

Historically 40 – 50 % of all problems of customers ending up in support are due to authentication problems

Customers reported a:

50% decrease in help desk costs for **onboarding**

90% decrease in help desk costs for **login** on average

Intuitive for users

- Highest customer satisfaction and retention through best user experience
- Seamless processes and flexible workflows

From today 25 steps for the user to 9 steps during the onboarding (assuming the same security level and two letter are still needed)

Customers with **98% of successful enrolments** (minimizing drop outs during onboarding)

Hard on hackers

- Access to best in class international research from ETH Zurichg
- Pen tests, ISO certifications
- Banking grade SLAs, FINMA-compliant, redundant data centers
- AI-assisted Anti-Fraud Detection Technology for real-time decision making and customers insights analysis

Trusted by:

Trusted by many banks, insurances, retailers, cantons

The leading provider of Authentication for Consumers

Futurae offers a specialized platform for authentication, transaction confirmation and fraud detection catered to highly regulated organisations, elevating both **security** and **usability**.

CYBERTECH 100

CyberTech 100
2019-2021

Efma

2020 Efma Capgemini winner of Retail and Commercial Banking

Gartner

Gartner Cool Vendor in Identity and Access Management

Surprises as an Entrepreneur

- Rather how to get best possibly used to surprises and uncertainty
- No “early adopter” mentality
  specifically problematic in b2b Cybersecurity

How to learn from each other SME and Startup

- Culture eats strategy for breakfast
- Dealing with setback
- Innovation as mindset

Switzerland is built on the value of **trust**

- *Let's make things right*

Zürich
Schweiz

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www.futurae.com

sandra@futurae.com

Find us on Twitter: **@_futurae** and via **@_futurae,** LinkedIN and Facebook

Gartner
Cool Vendors
Identity Access
management

TNW GIZMODO WIRED TechCrunch CB INSIGHTS naked security by SOPHOS engadget BBC WORLD NEWS PCMAG.COM

ICTjournal inside-it.ch COMPUTERWORLD SRF Neue Zürcher Zeitung 20 minuten Blick nu.nl Bayerischer Rundfunk heise online

ETH ENTREPRENEUR CLUB VENTURE KICK UBS Regional Finalist 2015 The UBS Future of Finance Challenge Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra Swiss Confederation Commission for Technology and Innovation CTI Efma FIO SWISS FINANCE STARTUPS swiss made software

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