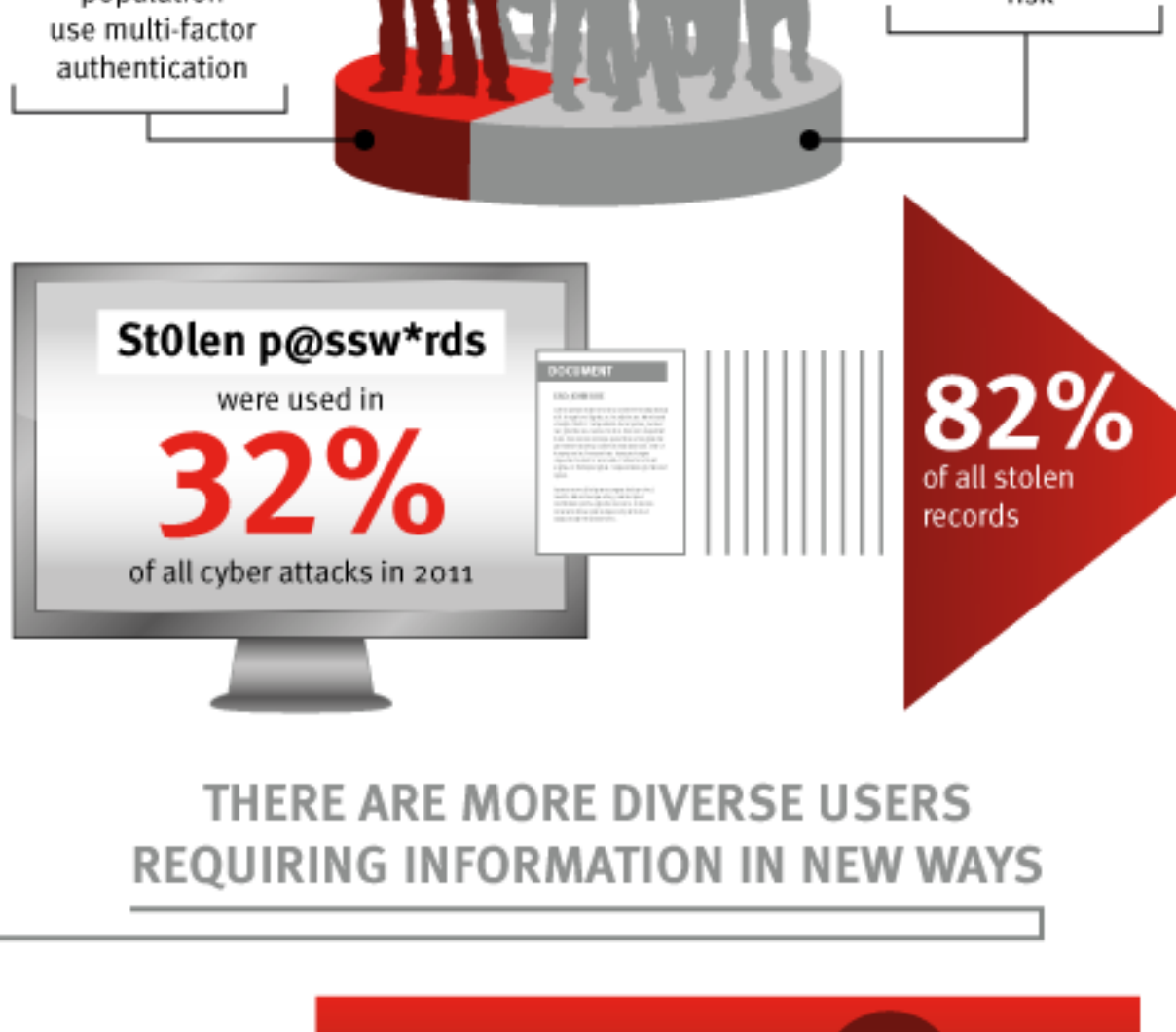
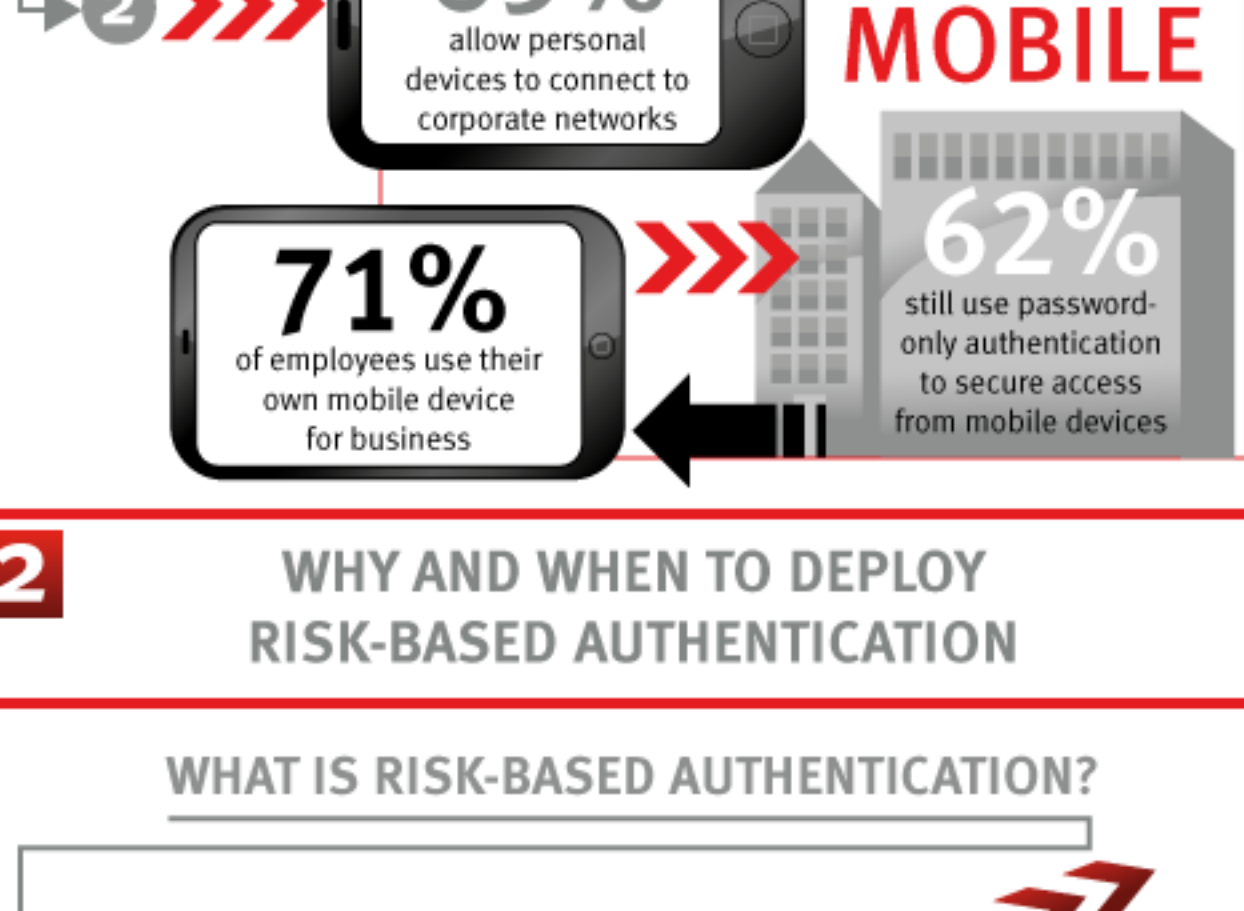


HOW RISK-BASED AUTHENTICATION IS SHIFTING CONTROL BACK TO ORGANIZATIONS

1 THE CHALLENGES DRIVING THE NEED FOR A NEW APPROACH TO AUTHENTICATION

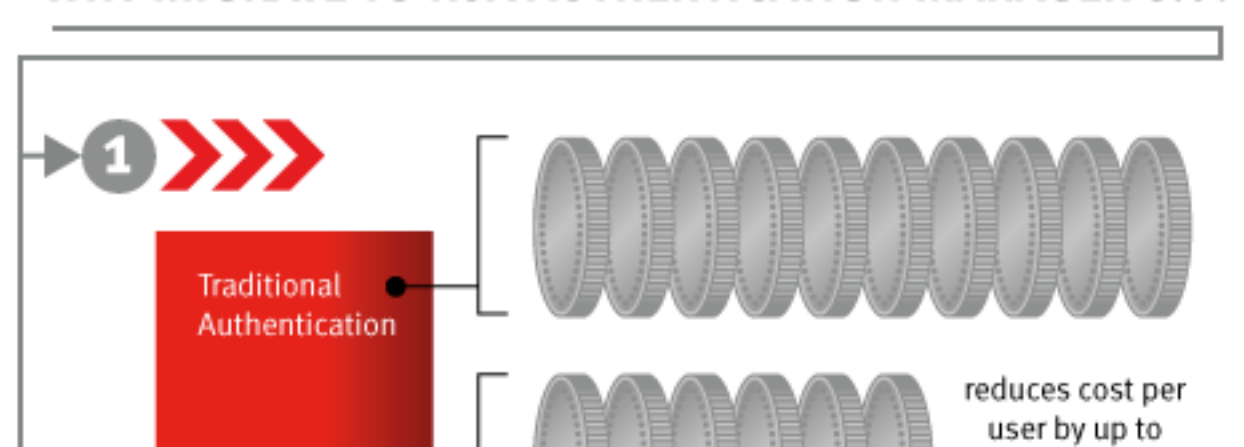


THERE ARE MORE DIVERSE USERS REQUIRING INFORMATION IN NEW WAYS

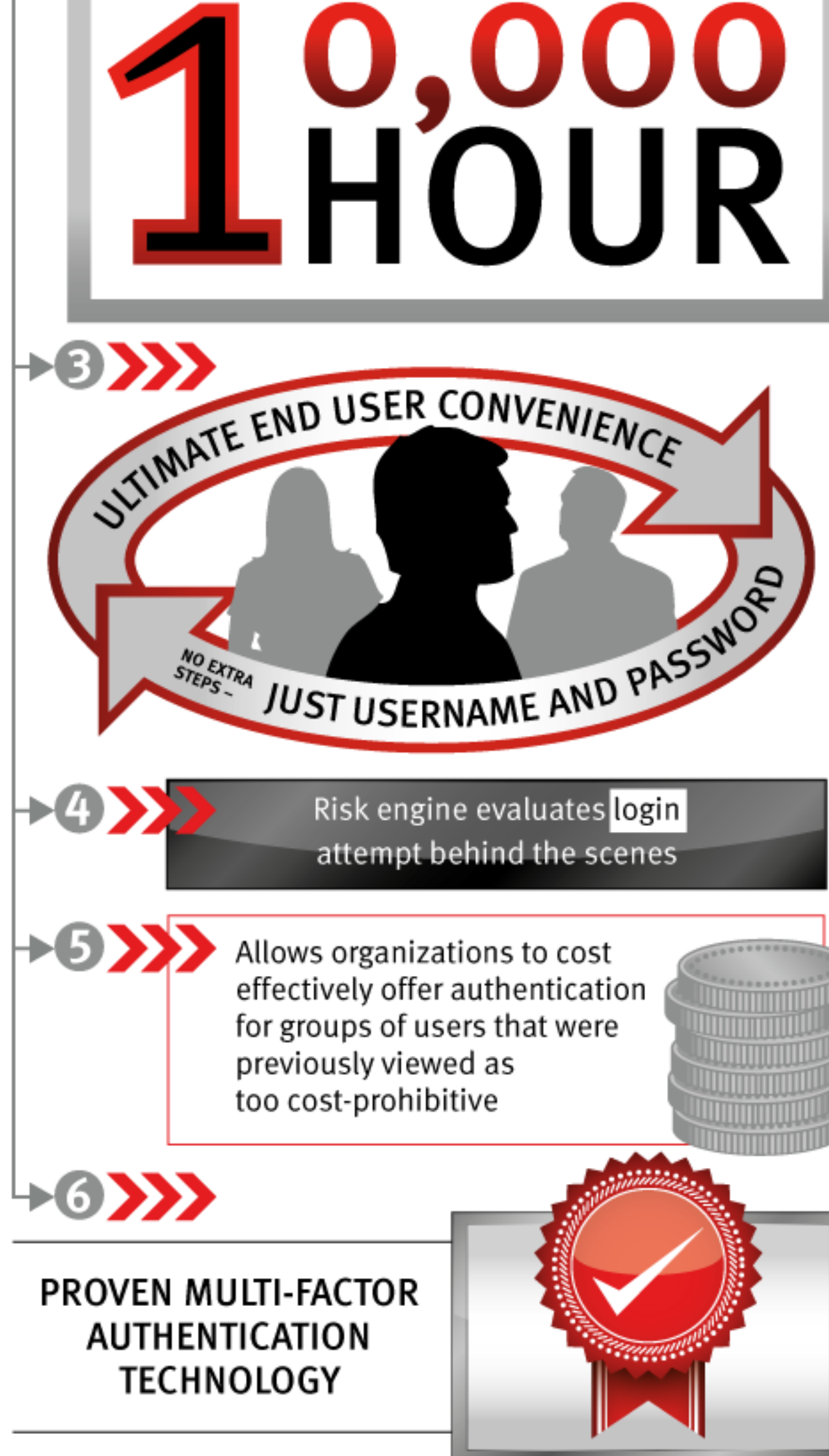


2 WHY AND WHEN TO DEPLOY RISK-BASED AUTHENTICATION

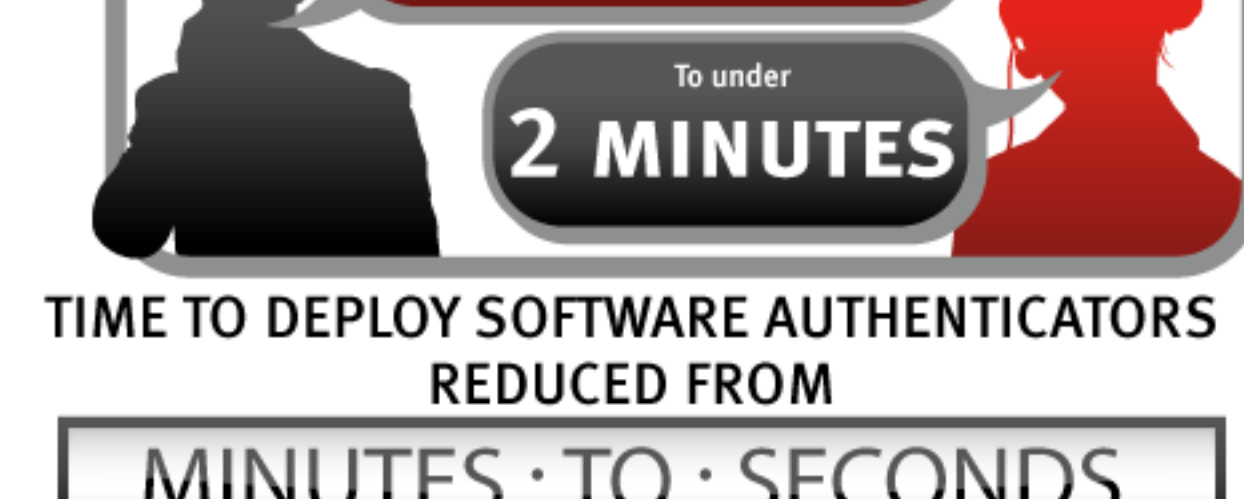
WHAT IS RISK-BASED AUTHENTICATION?



WHY MIGRATE TO RSA AUTHENTICATION MANAGER 8.0?



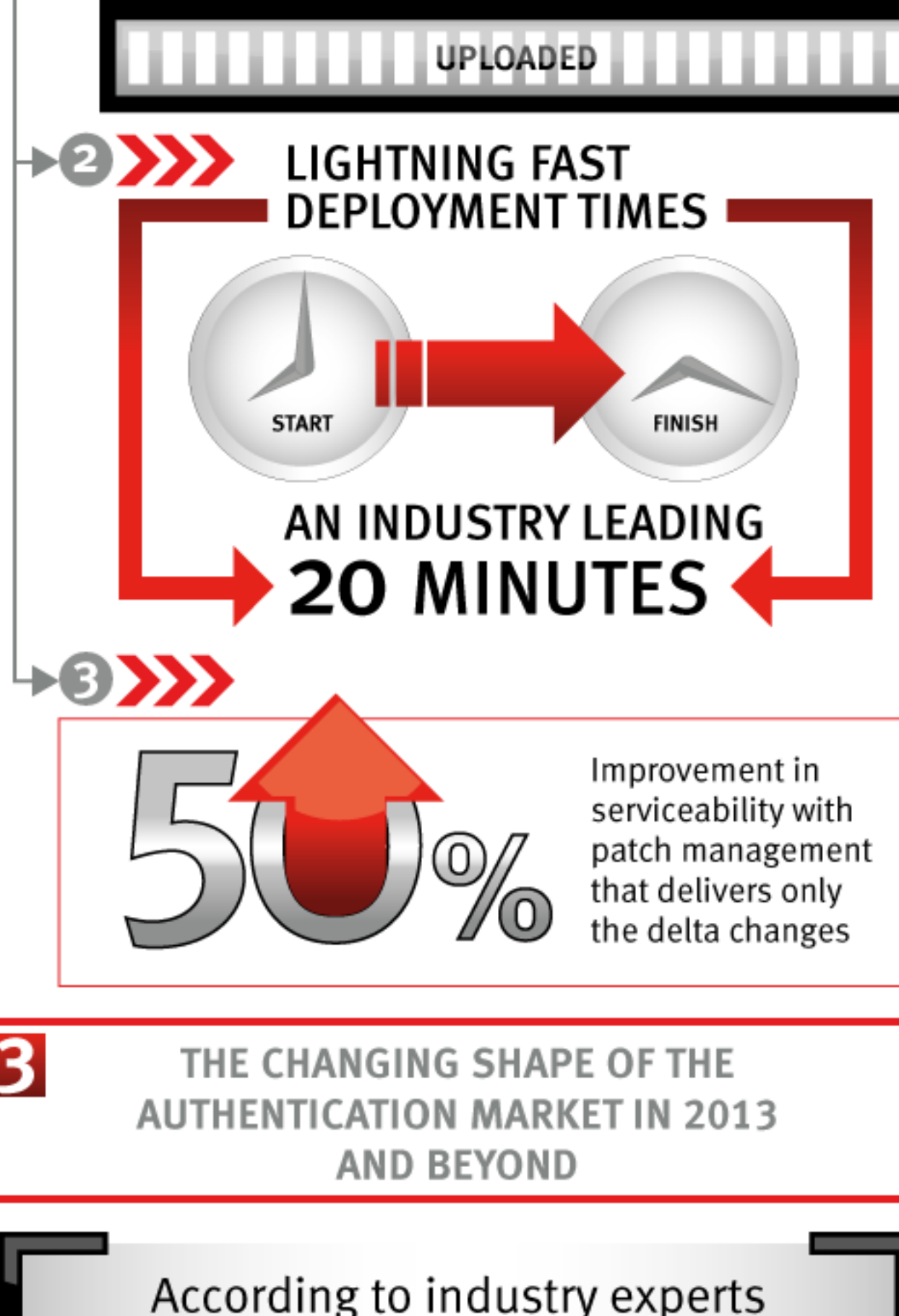
RSA AUTHENTICATION MANAGER 8.0 – HELP DESK CALLS



TIME TO DEPLOY SOFTWARE AUTHENTICATORS REDUCED FROM **MINUTES : TO : SECONDS**

THE LOWEST COST AUTHENTICATION METHOD AVAILABLE SINCE SMS

VIRTUAL APPLIANCE



3 THE CHANGING SHAPE OF THE AUTHENTICATION MARKET IN 2013 AND BEYOND

According to industry experts **30%** of B2B and B2E authentication will be Risk-Based Authentication by 2015

GROWTH AT 21.3% ANNUALLY THROUGH 2015 GLOBAL MULTI-FACTOR AUTHENTICATION MARKET

ENVIRONMENTALLY FRIENDLY – REDUCE CARBON FOOTPRINT

4 RSA IS A LEADER IN THE RISK-BASED AUTHENTICATION MARKET

350 MILLION USERS PROTECTED BY RSA'S RISK-BASED AUTHENTICATION TECHNOLOGY

"RSA dominates this Forrester Wave because it has a huge customer base that dwarfs other vendors and has been striving to provide customers with a wide selection of authentication methods and tokens"

– Forrester Wave: Risk-Based Authentication 2012

RSA'S RISK-BASED AUTHENTICATION TECHNOLOGY IS NAMED "BEST-IN-CLASS" BY CBE TOWERGROUP

"RSA's risk-based authentication garnered best-in-class rankings in all four of our category rankings, demonstrating a service with a comprehensive list of authentication methods, as well as the service and management consoles required to administer user authentication for organizations of all sizes."

– CBE TowerGroup

"RSA's risk-based authentication named a leader in the Gartner Magic Quadrant for Web Fraud Detection for four years in a row (2008 - 2011)."