



CONVENIENT MULTIFACTOR AUTHENTICATION FOR FINANCIAL SERVICES

IMPROVE PRODUCTIVITY WITH SIMPLE, SECURE AUTHENTICATION
FROM SYNCHRONOSS UNIVERSAL ID



SYNCHRONOSS UNIVERSAL ID FOR FINANCIAL SERVICES

SYNCHRONOSS UNIVERSAL ID: SCALABLE MULTIFACTOR AUTHENTICATION

Since the financial crisis of 2008, much has changed in the financial services industry. Exacting regulations, new technology, and fierce competition have put pressure on financial institutions to innovate and offer more services. While adapting to these new challenges, financial institutions are also combating increasingly sophisticated and dynamic cyberthreats.

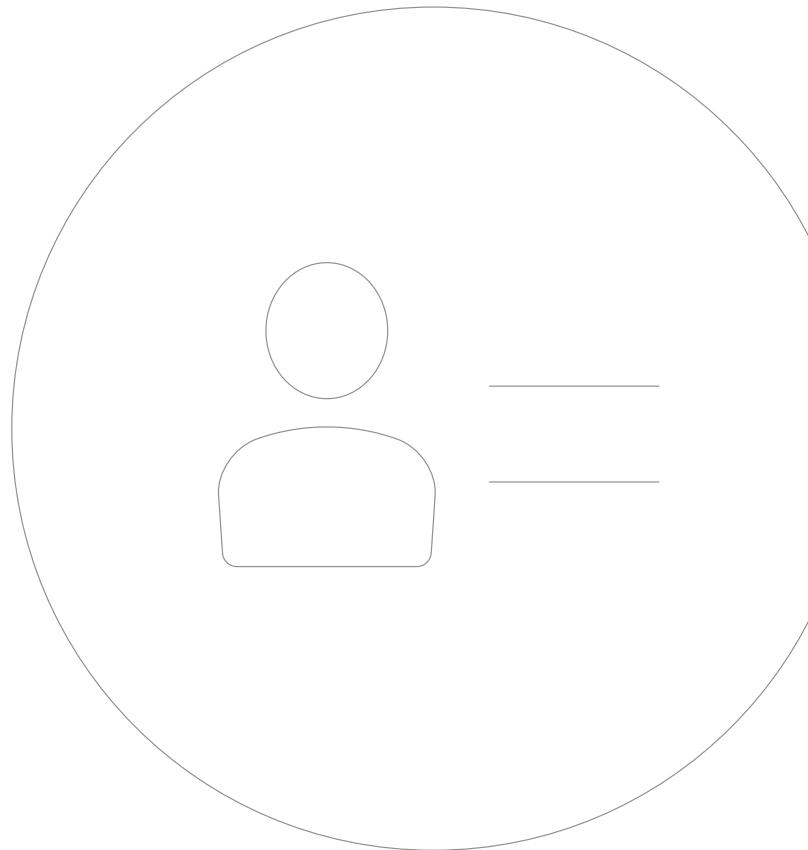
Year after year, the financial services industry ranks among the top five most-attacked industries.¹ And compromised login credentials are a popular point of entry for cybercriminals—63% of confirmed data breaches involved weak, default, or stolen passwords.² Multifactor authentication can help address this problem, but implementing and scaling this type of solution has been costly and complex—until now.

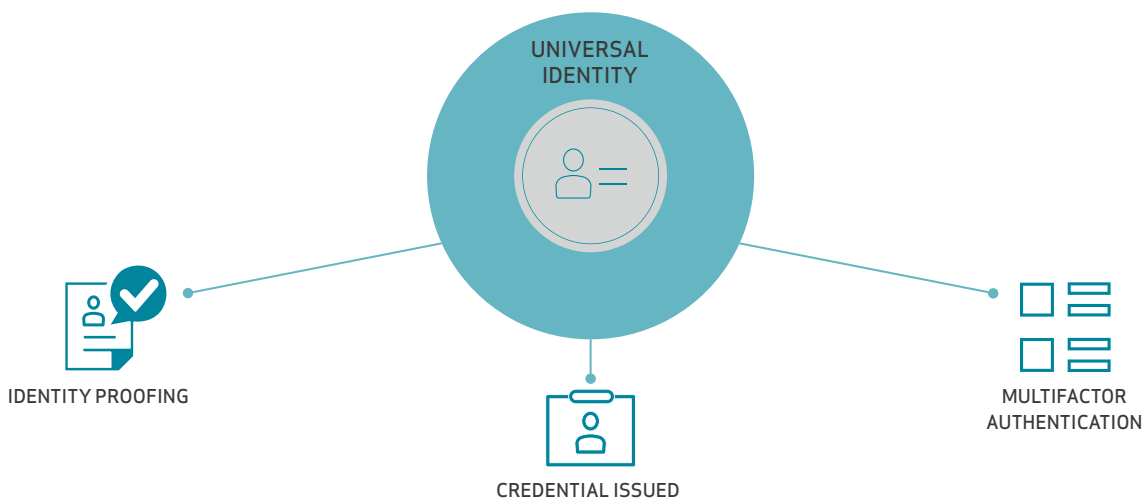
Synchronoss Universal ID offers convenient multifactor authentication designed for the highly regulated financial services industry. As an integrated part of the Synchronoss Secure Mobility Platform, Universal ID provides cloud-based identity proofing and authentication services that are convenient, scalable, and cost effective.

BENEFITS

- Convenient, effective identity verification
- Increased security through multifactor authentication
- Rapid deployment and scale on demand
- Reduced deployment and management costs
- Reduced support and help-desk costs

SYNCHRONOSS
UNIVERSAL ID
PROVIDES IDENTITY PROOFING
AND AUTHENTICATION SERVICES
SPECIFICALLY DESIGNED TO MEET THE
EXACTING REQUIREMENTS OF THE
FINANCIAL SERVICES INDUSTRY





SECURE, COMPLIANT, COST-EFFECTIVE

SECURITY AT EVERY STEP

Synchronoss Universal ID uses convenient multifactor authentication to create secure, intuitive authentication. Users import contacts whose identities they've already verified, or they can self-enroll to confirm their identity in person or via a web portal. Once users are verified and receive credentials, they can register devices to use proximity-based or QR scan-based authentication, or to receive a one-time passcode through a variety of methods.

By combining something users have, like their mobile device or a hard token, with something they know, like a password or secret question, Universal ID ensures that only authorized, authenticated users have access to your valuable corporate data. Synchronoss Universal ID multifactor authentication provides flexible, low-touch options allowing users easy, secure access to the information they need. If a specific option isn't working or readily available, users can choose an alternative authentication method so productivity or access isn't hindered.

Two-factor authentication is significantly more secure than traditional usernames and passwords, and our convenient low- and no-touch authentication methods improve user satisfaction and reduce the temptation to engage in riskier behavior, such as reusing passwords or using unapproved applications to store or transfer data. Synchronoss Universal ID makes multifactor authentication simple.

CERTIFIED COMPLIANCE

Synchronoss Universal ID was designed to meet the rigid

Level of Assurance 3 authentication requirements created by the National Institute of Standards and Technology (NIST) and is Federal Identity, Credential, and Access Management (FICAM) certified.

Synchronoss Universal ID's identity proofing and secure authentication allows financial institutions to expand their business initiatives and to increase productivity through capabilities such as digital signature, which leverages the identity verification process to provide a digital signature that is legally recognized as a "wet signature." This reduces time and costs associated with sending paper documents while maintaining security and increasing productivity.

FLEXIBILITY, SCALABILITY, AND PREDICTABLE COSTS

Because Synchronoss Universal ID is completely cloud based, it eliminates capital expenses for servers and software, and it provides a predictable pay-as-you-go model with a low monthly cost. Savings include:

- No on-premises specialized infrastructure (servers, storage, and network resources)
- No hardware and software upgrade fees
- No additional administration or configuration costs
- No need to hire additional IT security staff
- Scalability to accommodate business growth
- Reduced help-desk costs with an end-user self-service portal

**THE FINANCIAL SERVICES INDUSTRY
RANKS AMONG THE TOP FIVE MOST-
ATTACKED INDUSTRIES¹**



63% OF CONFIRMED
DATA BREACHES INVOLVED
WEAK, DEFAULT, OR STOLEN
PASSWORDS²

INTUITIVE AUTHENTICATION TO IMPROVE PRODUCTIVITY AND COMPLIANCE

Key features of Universal ID include:

- Online and inherited identity proofing
- Issuance of identity and digital signing credentials
- Secure, multifactor authentication
- End-user profile and credential self-service
- Flexible passcode delivery options
- High-availability cloud-based infrastructure
- Out-of-the-box configurations for popular VPN applications
- High-value mobility services like digital signing and approval as a service
- Numerous user preferences for one-time-passcode (OTP) type and delivery method to mobile devices



ADDRESS COMPLIANCE REQUIREMENTS

- FICAM Level 3 certification
- FISMA moderate approved data centers
- EU General Data Protection Regulation

WEB APP ATTACKS TARGETING THE FINANCIAL SERVICES INDUSTRY INCREASED 31% IN 2015²

IDENTITY VERIFICATION: SELF-SERVICE CONVENIENCE

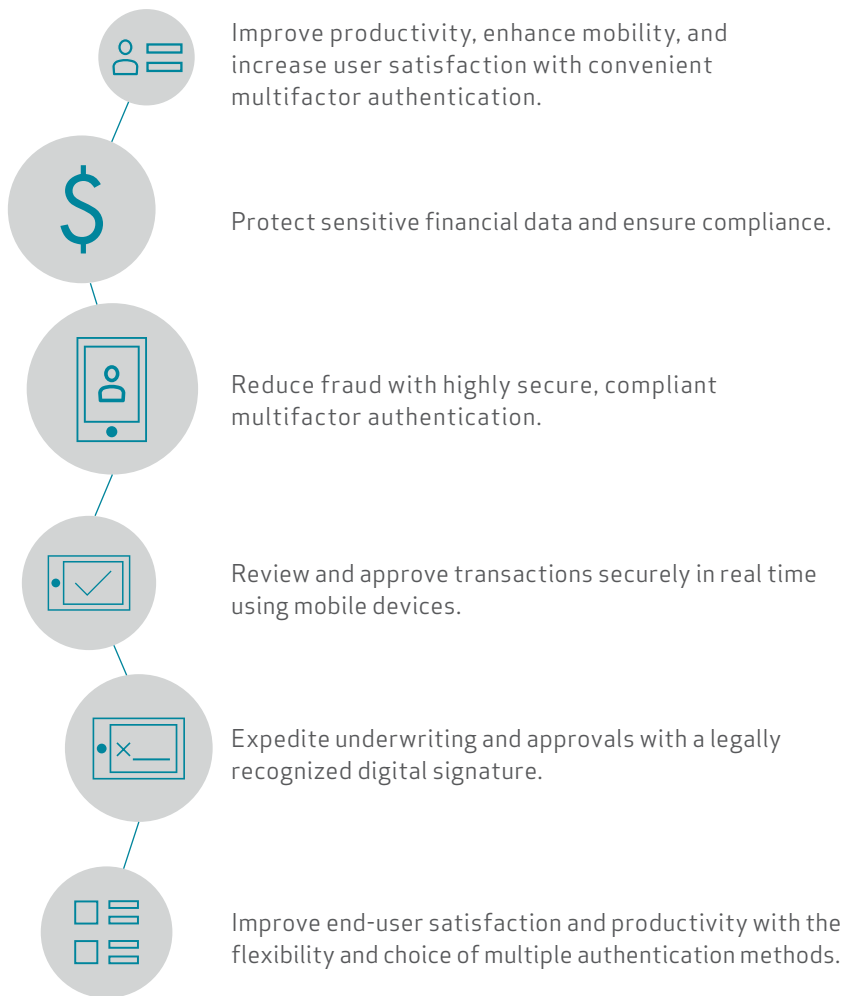
Synchronoss Universal ID offers highly available, secure, and compliant features that give users access to easy-to-use, online, self-service identity verification. This intuitive process allows users to improve productivity while ensuring security for financial institutions, partners, and customers, regardless of size or complexity. It supports automated, online knowledge-based assessments and includes a convenient administrative dashboard for easy management and tracking.

SYNCHRONOSS UNIVERSAL ID MOBILE APPLICATION AND ID MESSAGE CENTER

DIGITAL TRANSACTION APPROVAL

With the Synchronoss Universal ID mobile application, identity verification, and ID Message Center, authorized financial advisors can access and approve transactions from virtually anywhere, anytime, using their preferred device. No more time-consuming paper approvals. It can also improve satisfaction by confirming transactions in real time, while improving productivity with instant mobile access to review and approve transactions.

FINANCIAL SERVICES USE CASES



Synchronoss (NASDAQ: SNCR) is the leader in mobile cloud innovation delivering security, mobility, identity, and analytic solutions for enterprises, mobile carriers, and retailers around the globe. Synchronoss enterprise solutions enable employee productivity without compromising security, allowing enterprises to realize the true power of mobility. For more information, visit us at www.synchronoss.com/identity

REALIZE THE PROMISE OF ENTERPRISE MOBILITY

Uncompromised productivity and security. Our Secure Mobility Platform meets today's needs and can help make tomorrow's possibilities a reality. It is designed to enhance and complement existing mobility investments, so you get a better ROI—and can finally realize the true power of mobility.

Synchronoss Enterprise delivers real mobility for enterprises with the most stringent security requirements. The Secure Mobility Platform enables highly regulated businesses to build toward modern mobility in a way that complements existing investments.

Synchronoss Enterprise, in a joint venture with Goldman Sachs and Verizon, is extending deeper into the enterprise to bridge the gap and solve the inherent complexity associated with mobility and identity.

Since 2000, we've provided cloud solutions and software-based activation to communication service providers across the globe. Companies such as AT&T, Verizon Wireless, Comcast, Time Warner Cable, Apple, and Microsoft have used our scalable technology solutions to allow their customers to connect, synchronize, and activate connected devices and services that power the connected world.

We know mobility. We know security. We can help your organization do secure business—everywhere.

1. "Reviewing a Year of Serious Data Breaches, Major Attacks and New Vulnerabilities," IBM, 2016
2. 2016 Data Breach Investigations Report, Verizon, 2016