



*SecureAuth provides strong authentication that enables enterprises to manage account sharing:*

### Easier on the end-user

- Simple user name and password facilitates strong authentication to your subscription-based web site..
- No token to issue
- Integrated into look and feel of subscription web site

### Less expensive

- A fraction of the cost of hard tokens like RSA SecurID
- No servers to manage
- No support for you to manage

### More Secure

- Bi-directional scheme authenticates both user and protected resource
- **Stops account sharing**
- FFIEC, HIPPA, PCI compliant

SecureAuth provides an authentication solution that helps subscription web sites stop account sharing

How does SecureAuth account sharing mitigation work?

MultiFactor has created a solution in SecureAuth® that helps subscription web sites stop account sharing. Account sharing has shown to decrease the profitability and supportability of web sites that charge for access.

SecureAuth enables enterprise to restrict access to a web-site for users to a single device. This functionality enables enterprises to increase profitability by ensuring that individual users are only granted access to a single device. The issue confronting subscription web sites is user account abuse, namely users "sharing" their accounts with users who have not paid for the service. SecureAuth offers:

- User Device Management
- Fully compliant 2-factor Authentication
- An integrated Password Reset mechanism
- Self-service user profile management

### SecureAuth Advantages for End-Users:

- Nothing for End Users to Carry
- Securely registers a user to (1) device
- Solution can provide mobility
  - Kiosk, Public computers
- Flexible authentication: SMS, Telephony, E-mail, PIN, Certificate

### SecureAuth Advantages for Enterprises:

- Have no credential to ship/manage
- More secure than tokens and other solutions
- No training of end users
- Help facility to manage users

MultiFactor can help you solve your account sharing problems.



**Figure #1:** Accounts can be limited to 1 to infinite SecureAuth 2-Factor registrations