



## Authenticating Business

### Your Business And Safe3w

Safe3w, Inc. provides across-the-enterprise authentication for secure online access, payments and transactions. Whether a solution for authenticated remote access, instant messaging for employees and partners, strong two-factor authentication of customer payments, or a solution for secure "trusted" computers across a corporation, Safe3w has the product to satisfy the business need. Safe3w's IDshield™ patented technology is an authentication method unlike any other. It does not require any additional hardware devices or readers and is transparent to end-users.

**Why** is strong authentication so important? Because "one in six online consumers has been the victim of credit card fraud, one in 12 has been hit with identity theft."<sup>†</sup> Further, the 2002 *CSI/FBI Computer Crime and Security Survey* of businesses reports of 98% security breaches, 80% suffered financial losses. The most serious losses occurring from theft of proprietary information. An authentication cornerstone for secure business, IDshield reduces Internet fraud and identity theft. It protects confidential information – without the expense or complication of smart cards, e-tokens or biometrics. The technology employs a unique "Triangle of Trust" architecture making IDshield solutions simple, secure and user-friendly.

"Robust user authentication is crucial to an organization's information security... a verified user identity is the basis of an organization's authorization, auditing and non-repudiation services. An organization needs to control what a user can do and maintain individual accountability. These issues are fundamental to information security, to financial services and to e-business."

- Ant Allan, Gartner, Inc.

Safe3w is passionate about authentication. Business growth being equal to business survival these days, it's not enough to just protect assets from theft, misuse, and fraud alone. Safe3w has created the next generation authentication product – one that's flexible, cost-effective, easy to implement and use. Safe3w helps secure your business, so you can focus on growing business.

### Safe3w Team

Safe3w, Inc. is an international company with corporate headquarters in the U.S. and operations in Israel, Spain, China, and Japan. The company's senior management team has years of entrepreneurial experience in security and technology companies. Each member has founded one or more technology companies and successfully grown them to maturity. Management and board of advisors include executives from Safe3w's target markets, including financial services, credit cards, and e-commerce.

The research and development arm of the company, Safe3w R&D, Inc., is based in Israel. Safe3w technical professionals in Israel and other locations have extensive experience in designing and implementing secure systems with expertise in security, cryptography, telecommunications, wireless, Internet protocols, and networking. Team members also have industry specific experience in banking, insurance, telecommunications, gaming, healthcare and retail.

Safe3w recognizes the differences of how e-commerce is practiced around the world. Strategic relationships with influential companies and partners give Safe3w the expertise to adapt IDshield authentication solutions and to deliver "best-of-breed" customer service and support to local markets. Safe3w is a leading provider of authentication business solutions across the globe.

<sup>†</sup> *Online Transaction Fraud and Prevention Get More Sophisticated*, Kenneth Kerr and Avivah Litan, Gartner, January 2002.



## Authentication Across The Enterprise

The Internet has changed the face of business and empowered a growing mobile workforce. Along side the mobility and speed provided by the Internet are increased risks. Major vulnerabilities include theft and exposure of critical information and workforce shutdowns. Enterprises of all types are discovering the need for secure internal and remote access for their networks. Still many rely on user name and password authentication believing it to be less costly.

Communications and hardware susceptibility leave management with a daunting task of implementing the right security measures. Safe3w has developed a patented technology to ensure secure, cost-effective, easy to implement and use authentication. IDshield™ solutions have security functionality to address multiple issues. Safe3w is increasing productivity of employees and partners, while promoting customer loyalty and satisfaction.

Not every business is the same. Where machine-only authentication may be important in one organization, in another strong authenticated instant messaging will take precedence. Safe3w's solutions don't discriminate from one industry or one priority to the next. Within finance, for example, online services have been slow to develop due to lack of trust in Internet security. Stronger authentication is needed to keep fraud and identity theft at bay. How do financial institutions do that without inconveniencing customers? Safe3w enables sustained customer trust without loss of convenience or service for a competitive advantage. In contrast, Healthcare organizations (HCOs) are concerned about costs of implementing privacy regulations of HIPAA (Health Insurance Portability and Accountability Act). Here, Safe3w ensures strong two-factor authentication of patient records transmitted online at a low cost to already challenged HCOs.

## Authenticated Payments

Market research reflects consumer concern regarding security of e-commerce transactions. Consumers lack confidence in providing their credit card information over the web. Fraud continues to flourish and concerns about shopping online remain. While having indicated a willingness to adopt new security measures, consumers demand these new measures be simple, easy to adopt, and use; optimally, transparent with no adverse affect on purchasing behavior.

Card issuing banks, private card issuers, and alternate payment providers need to secure ePayments and reduce Internet fraud. Their challenge is to find a method that doesn't complicate the purchasing process, is seamless to merchants and non-intrusive to customers. Credit card organizations have responded by creating specifications for more secure, verifiable "authenticated payments." The Safe3w payment solution has been accepted by these organizations and directly addresses the transaction liability shift from merchants to issuing banks.

Not limited to the credit card industry, Safe3w's payment solution meets other provider needs as well, including Internet gambling for which Industry analysts have forecasted double-digit growth. Extremely popular throughout the world, this sector experiences a high rate of fraud. Safe3w secures online gaming payments, prevents fraud, and maintains the customer experience online.

For more information, please visit:

[www.safe3w.com](http://www.safe3w.com),

email [info@safe3w.com](mailto:info@safe3w.com)

or call [516-222-1580](tel:516-222-1580).

