

HSBC Bank Brazil provides full integration between its electronic channels with m-banking and VASCO's DIGIPASS for Mobile

HSBC Bank Brazil is the first bank in Brazil to offer integrated m-banking services based on VASCO's DIGIPASS for Mobile. HSBC retail customers can withdraw cash from ATMs using their mobile phone as an authentication device.

HSBC  Internet has revolutionized the way in which financial institutions conduct their business, empowering them to offer 24/7 online accessibility to their customers. Recently a new trend emerged, that of m-banking services. Over the last few years, the mobile and wireless market has been one of the fastest growing markets worldwide and it is still evolving. It is estimated that about 35% of online banking households will also be using mobile banking services by 2010. This presents vast opportunities for financial institutions willing to offer value added services. Mobile phones are an easy way to reach the masses due to high penetration and because they offer the possibility to provide services anytime, anywhere. Banks worldwide are increasingly offering mobile banking services in their portfolio, including HSBC Bank Brazil.

AUTHENTICATION WITH MOBILE PHONE AND SOCIAL SECURITY NUMBER

HSBC Bank Brazil is the first bank in Brazil to offer fully integrated m-banking services to its retail customers allowing them to withdraw cash from ATMs, conduct transactions, make money transfers & online payments and check their balance, loans & investment statements.

In order to secure HSBC Bank Brazil's mobile banking platform, the bank innovated its customer authentication process to access its online applications. "Securing financial transactions being executed from a remote location and transmission of financial information over the air, is a tough challenge", says Marcello Veronese, Head of One HSBC Distribution – Latin America

To prevent the interception of financial information and unauthorized access to customers' accounts, HSBC Bank Brazil implemented VASCO's DIGIPASS for Mobile. From now on, HSBC Brazil retail customers are identified through their mobile phone and social security number instead of their account number. This new method whereby the mobile phone is used as an authentication device enables customers to use their mobile phone to access HSBC services through all channels (ATM, Internet Banking, Phone Banking) without needing to remember their account and branch number in addition to user name and password combinations.

DIGIPASS FOR MOBILE: STRONG AUTHENTICATION ANYWHERE, ANYTIME

DIGIPASS for Mobile is a software solution offering strong authentication using a mobile device. The technology leverages existing mobile platforms and

eliminates the need to distribute additional hardware or software to end-users, hence simplifying the deployment process and reducing costs.

The authentication application is chip independent and installed directly on the mobile phone, circumventing extra charges and cell phone coverage limitations. Furthermore, hundreds of handsets from various manufacturers have been formally tested ensuring that the mobile authentication application is compliant with the majority of current devices.

VASCO's technology also offers synchronization between server and platform time taking daylight saving time changes into account. This means that DIGIPASS for Mobile will continue to be fully operational when traveling through different time zones; turning it into a true mobile solution that can be used anywhere, anytime.

"We chose VASCO because the company is worldwide recognized as a reliable global authentication services provider", Marcello Veronese says. "Furthermore, DIGIPASS for Mobile is a highly scalable solution with a very cost effective maintenance and roll out. VASCO's mobile authentication solution allows HSBC Brazil to offer its customers highly secure yet convenient and simplified online user experience."

SECURE M-BANKING SERVICES

Whenever a customer wants to use the mobile banking application, he will enter his social security number to launch the authentication application installed on his mobile phone. This application generates a one-time password, which automatically expires after a limited amount of time, preventing hackers to intercept the password and save it for later use. The password generated by DIGIPASS for Mobile is verified by the bankingserver allowing customers to



access any HSBC direct channel and enabling them to withdraw cash from an ATM, access their Internet Banking account or conduct any other transaction such as money transfers and online payments.

“Tackling Internet fraud is an ongoing battle”, says Marcello Veronese. “HSBC Brazil is therefore committed to providing its customers with the highest level of security however, without compromising on user-friendliness. By deploying an authentication solution based on social security numbers in combination with DIGIPASS for Mobile, we are able to provide secure m-banking services in a convenient and cost effective manner.”



MOBILE BANKING IS THE FUTURE

DIGIPASS for Mobile empowers financial institutions to quickly launch m-banking services to their customers in developed and emerging markets creating a new convenient communication and transaction channel to and for end-users.

The software-based authentication solution is very cost-efficient in rollout and readily accepted by customers as it is integrated into a device that is well recognized by the end-user.

“We strongly believe that mobile banking is the future and will become an innovative and important differentiator in an increasingly competitive financial sector”, says José Antonio Caldeira, Mobile Manager at HSBC Brazil. “Thanks to m-banking and DIGIPASS for Mobile, HSBC Bank Brazil is able to increase its financial services outreach substantially by using a multi-channel approach.”

Objective

Enhance HSBC Bank Brazil's multi-channel approach by offering secure m-banking services to its retail customer base.

Challenge

To secure HSBC m-banking services, the application must be small and generic, fit for any mobile device. Furthermore, the application needs to be chip, device and telecom provider independent.

Solution

DIGIPASS for Mobile conveniently provides secure m-banking services anywhere, anytime. The technology has been tested with over hundreds of phones from various manufacturers and is non-reliant on third parties, overcoming provider dependency and network limitations.

About HSBC Bank Brazil

HSBC Bank Brazil is a subsidiary of HSBC Holdings Plc., one of the biggest financial organizations of the world. Headquartered in London, HSBC Group is present in 86 countries in the Americas, Europe, Asia, Middle East and Oceania.

About VASCO

VASCO is a leading supplier of strong authentication and e-signature solutions and services specializing in Internet Security applications and transactions. VASCO has positioned itself as global software company for Internet Security and designs, develops, markets and supports patented DIGIPASS®, DIGIPASS PLUS®, VACMAN®, IDENTIKEY® and aXsGUARD® authentication products. VASCO's prime markets are the financial sector, enterprise security, e-commerce and e-government.

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