CUSTOMER PROFILE

Buckeye State Credit Union
Akron, Ohio
www.buckeyecu.org

Industry
Financial/Credit Union

Locations
Serving over 20,000 members from six locations in northeast Ohio

Product
Passfaces Financial

Key Benefits
-easy to implement
-flexible solution
-cost effective
-superior protection

Passfaces Advantages
-bidirectional
-anti phishing capabilities
-visible protection
-convenience for end users

Passfaces Features
-scalable
-administrator console
-easily customizable
-completely mobile

Passfaces Corporation
www.passfaces.com
1.800.682.0604

Buckeye State Credit Union Adds Passfaces for Online Authentication of Credit Union Members and for Protection from Phishing Scams

"Buckeye State Credit Union understands its members concerns for secure online banking. We feel that our member's financial information is worth the best and most secure layer of authentication we could find. That is why we chose Passfaces. This is much more secure than asking questions; like your mother's maiden name or your favorite pet's name, or choosing a static picture; like a watermelon or a beach scene as your login sign," said Charles Stanfield, Information Systems Director, Buckeye State Credit Union.

One of the largest Credit Unions in Ohio

Buckeye State Credit Union is a member-owned, not-for-profit financial cooperative formed for the purpose of encouraging savings and making loans at competitively low interest rates. The credit union strives to provide the highest level of personal financial services equally to all members and to maintain high standards of sound management while protecting the privacy of all their member's financial records. Buckeye State Credit Union has six locations around northeast Ohio and has more than tripled in size during the last 15 years. Buckeye State Credit Union continues to be a progressive credit union both in operations and the lending portfolio offerings. The credit union also continues to earn excellent ratings from its insurers and auditors, and is a sound, well managed financial institution.

Millions of people are using the internet to monitor their finances and pay bills on a regular basis. Just when online banking started to take hold and grow, a wave of phishing and security breaches came along. In response to security concerns from consumers, businesses and especially financial institutions, the Federal Financial Institutions Examination Council issued new guidelines requiring layered security techniques for financial institutions offering internet-based products and services. Buckeye State now needed to find the appropriate authentication technology and have it implemented by the end of 2006.

The Selection Process

R.C. Olmstead, Buckeye State Credit Union's Core Processor, beta tested and trialed several authentication technologies looking for the right solution for their 130+ clients. They chose both types of technology, passive and active, and let their clients decide. Charles Stanfield, Information Systems Director along with his IT staff and CU executives, were looking for the right solution for their 20,000 members with over 2,000 utilizing Internet Banking. With that number of online users growing rapidly, their number one goal during the selection process was to provide their members with the protection they deserved.

"Passive" or "Active" Solution was the Question at hand

Some solutions work in the background and are more commonly known as "passive solutions". The premise of a passive solution is to handle the security behind the scenes and allow users the ability to access the site the same way they always have using their username and password. Some think that if you force your user to do something different than they are familiar with doing (like entering their username and password), they will revolt. However, Buckeye wanted to involve their members in the authentication process. "By selecting an active solution that members would see day to day, meant that they would know their credit union was being proactive with their security initiatives," said Charles Stanfield. "The decision was made to find something that could generate confidence when banking online."

Additionally, passive solutions do nothing to help with phishing scams. "By using an active solution like Passfaces, members know when they receive their faces they are indeed at Buckeye Credit Union's site rather than a spoofed site," said Stanfield. "The absence of Passfaces clearly indicates they are at the wrong site. Passive solutions do not provide site verification of any kind."
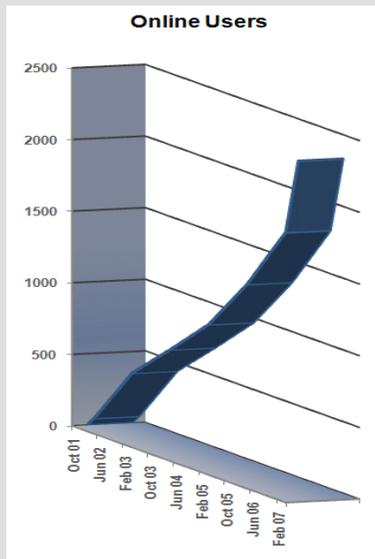
CUSTOMER PROFILE

Buckeye State Credit Union
Alliance, Ohio
www.buckeyecu.org

Key Business Processes
-FFIEC Compliance
-added security for online banking
-centralized management

Growth in Online Banking at Buckeye Credit Union

Online Users

Another issue with passive solutions is when the user inadvertently does something wrong, they are treated like a suspect criminal and forced to answer a series of challenge questions that the user has preset during his or her original enrollment for the service. The challenge with this security is that history has proven that many of the users can't remember the answers to those challenge questions and are then locked out of their account.

All about the End User

Convenience and the use of public computers were other key factors in the decision process for Buckeye. The challenge was to make it convenient yet secure for their members when they were out of their normal routine. We are all aware of the security risks people take when using public computers, Buckeye wanted to make their members feel secure no matter where they were. "We were quite sure that the members would not be happy if we gave them something else to manage and keep track of unless it meant something. By implementing an active solution where our members have to use it on a regular basis, they will easily become familiar and it would soon become routine."

"Some of the technologies we looked at basically relied on the end user to 'look for' specific items to be displayed on a web page," added Stanfield. The idea is that during enrollment, the user selects an image and that image is displayed to the user when they come to the site. This verifies to the user that they are at the appropriate site and not a spoofed site. While in theory this technique seems to work, unfortunately, studies show that users are not necessarily aware if the image is present or not, and they tend to logon even if the image is missing. Whatever Buckeye Credit Union selected needed to be fool proof to guarantee protection of members' confidential financial data.

Buckeye's review team identified several attributes that were important to them. Best of breed in terms of strong authentication as well as cost and scalability were at the top of the list. Additional considerations included ease of use and the ability for their members to logon from any computer, anytime, anywhere. And of course, a technology that would clearly build trust and create loyalty between the member and the credit union.

The Decision to Implement Passfaces

After much research and testing, Buckeye State Credit Union decided that the technology that best matched their criteria was Passfaces. Passfaces is the only solution they found that offered bidirectional authentication-meaning it authenticated both the site and the user through a GUI interface and took any possible burden off of their members. Rollout was planned by year end 2006 to meet the FFIEC guidance deadline.

On December 12th Buckeye State Credit Union 'turned on' Passfaces to its members. The heaviest help desk calls occurred during the first three days then things began to settle down and become routine. Buckeye decided to use three faces for logon initially knowing they could increase this, if and when, the threat landscape pushed them to do so. The fact that this product had the ability to change with the threat landscape was another factor in the decision to implement Passfaces.

"Today, our Credit Union members easily logon with their Passfaces" said Stanfield. Minimal resets are needed on a day to day basis and most users have easily adapted to this extra logon requirement. "The members know that if their Passfaces are present, they are at the Buckeye State Credit Union site," he said They have a new confidence in banking online because only they can get into their account knowing their secret faces which are difficult to share, give away or forget.

According to Stanfield, "Our initial rollout was far more successful than I had ever imagined. My staff and I were prepared and we set realistic expectations that were exceeded. Sometimes the right choice is hard to make but today I am confident that our member's information is secure because of Passfaces."