

## OUT-OF-BAND AUTHENTICATION

Deploy Multi-factor Authentication to  
Secure High-risk Transactions



### Bringing Trust to Transactions

Between data breaches, phishing scams and other nefarious fraud schemes designed to compromise your customers' personally identifiable information, it's becoming increasingly difficult to know who you are truly interacting with on the other side of the device. As a result, securing your customers' high-risk transactions in the digital channel must be a priority.

These types of high-risk transactions include account logins, password resets, contact information updates or large dollar transfers. But how can you trust the transaction in question is being initiated by your true customer and not a fraudster committing account takeover (ATO) fraud?

### THE SOLUTION: OUT-OF-BAND AUTHENTICATION

Out-of-band authentication (OOBA) is delivered via a secure one-time passcode (OTP) to customers' initiating a high-risk transaction, or who require stepped-up authentication based on potential warning signs. These OTPs can be validated via SMS, Phone Call, Fingerprint, Voice Biometric, QR Code or Near Field Communications by the user to authenticate a transaction and fight against potential ATO attempts.

### HOW IT WORKS

Powered by our *Authentify®* Platform Solution Suite, Early Warning's OOBA solutions confirm something a person "has," something a person "knows," or something a person "is." Our OOBA solution can also be enhanced with mobile network operator (MNO) intelligence to associate the device ownership with the recipient before the OTP is sent, for an added layer of security unique to Early Warning.

Let our team of experts show you how we can help bring trust to your transactions with out-of-band authentication.

### OOBA DELIVERY CHANNELS:

Our OOBA solutions support various delivery channels including:

- SMS
- Phone Call
- Fingerprint
- Voice Biometric
- QR Code
- Near Field Communication

### BENEFITS OF OOBA

Early Warning's OOBA products can help:

- Secure high-risk transactions
- Protect against unauthorized attempts to access accounts
- Enhance delivery security with MNO intelligence
- Streamline delivery through our *Authentify®* Platform Solution Suite
- Improve the customer experience with increased security

For more information about Out-of-band Authentication, contact an Early Warning Account Manager at [webinquiry@earlywarning.com](mailto:webinquiry@earlywarning.com).

### ABOUT EARLY WARNING

Early Warning Services, LLC, is a fintech company owned by seven of the country's largest banks. For almost three decades, our identity, authentication and payment solutions have been empowering financial institutions to make confident decisions, enable payments and mitigate fraud. Today, Early Warning is best known as the owner and operator of the Zelle Network®, a financial services network focused on transforming payment experiences. The combination of Early Warning's risk and payment solutions enable the financial services industry to move money fast, safe and easy, so people can live their best financial lives.

To learn more about Early Warning, visit [www.earlywarning.com](http://www.earlywarning.com)