Acceptto®
Continuous Behavioral Authentication™

HEALTHCARE CASE STUDY

Aetna*, a large Healthcare Enterprise with 10+ million customers, commissioned Acceptto to eliminate the use of passwords as their selected lead product partner. The project priority was set on consumer facing applications (mobile and web) of the enterprise followed by the enterprise applications (cloud/on-premise): Citrix, Office365, Cisco VPN, VMware, RDP, etc.

Key Customer Challenges

- Behavioral modeling instead of old 2FA/MFA binary solutions
- Interoperability with the existing internal and external enterprise solutions
- Overcoming the fear of moving away from passwords as the primary control for Identity and Access Management (IAM)
- Educating users on the Next Generation Authentication (NGA)

Project Deliverables

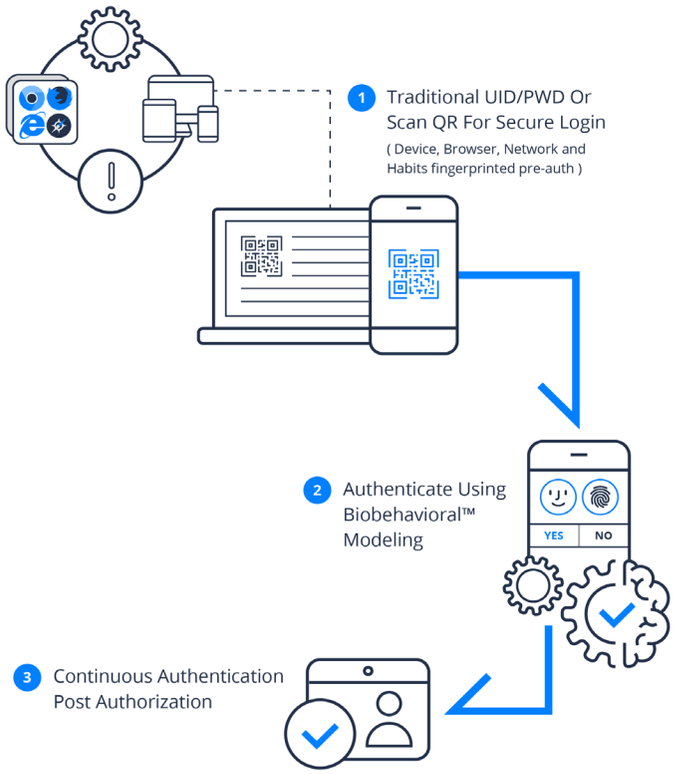
- Developed a multi-modal, multi-domain unified risk engine.
- Implemented a rewarding security practice for the ever-changing threat landscape with intelligent continuous analysis.
- Established a phased roll out approach for new security system with key metrics of success and thorough testing.
- Eliminated risk of passwords, binary 2FA and other forms of biometric MFA inter-operable with the existing consumer enterprise ecosystem.
- Offered a User Experience that was easy and intuitive to follow without business disruption, providing the client and end user with peace of mind.

A Platform Approach

Acceptto delivers a rich platform stack supporting all enterprise, mobile and web application authentication needs with a frictionless user experience with a scalable continuous authentication Single Sign On (SSO) solution covering all key enterprise platforms (VPN, Azure, Citrix, SSH, RDP, Vmware, Salesforce, etc).

Customer Requirements

- Risk Based Context-Aware Authentication
- No-Passwords
- Use of behavioral modeling replacing binary 2FA/MFA
- Mobile SDK for easy integration into existing mobile apps
- Modular platform allowing the enterprise to phase integration



Actionable threat analytics

Real-time, continuous identity monitoring & validation Post-Authorization

Dynamic authentication

Adjustable, risk-based policy orchestration and continuous enforcement

Credential stuffing neutralized

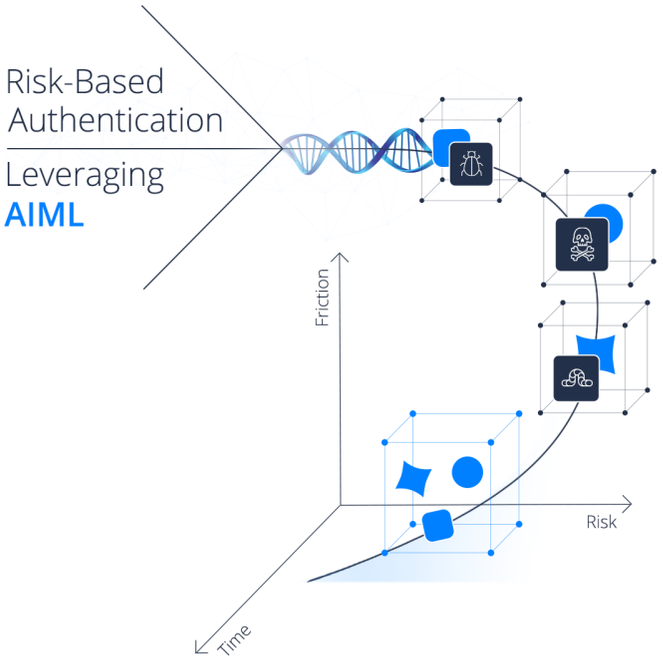
Eliminate account takeover (ATO) instantly with intelligent contextual MFA

***Aetna is a shareholder in Acceptto, and is now part of CVS Health**

Acceptto Solutions

Authentication is not a single event, with a Start and End, or a simple binary "Yes" or "No". It is a continuum. Acceptto continuous behavioral authentication measures risks at authentication and more importantly post-authorization.

Acceptto's modular platform offers a unified web, mobile, workstation and call center authentication solution that eliminates the risk of passwords, binary 2FA and other forms of biometric MFA solutions that fall short of addressing the IAM/CIAM challenges. The modularity and interoperability of Acceptto solutions with existing enterprise UBA & IAM investment maximizes the impact while reducing cost.



The baseline Acceptto platform ingredients:

eGuardian® - Continuous Behavioral Authentication™ Engine
Policy and Risk Engine assigns real-time risk scores to continuously validate identity and entitlements before, during and even post-authorization.

It'sMe™ - Smarter than Multi-Factor Authentication
Behavioral-based Single Sign On solution with integrated smart MFA for web, mobile, workstation, and IoT.

Enterprise AD/LDAP/SQL & Policy Appliance - On-premise or Cloud
Delivering passwordless Web, Mobile & Workstation (Mac & Win)

Data Hub - Enterprise & 3rd Party Data Exchange
Unleashing the power of enterprise data intelligence.

Omnichannel KYC - Device Trust & Telemetry
A contextual based device and browser fingerprint module for collecting pre-authentication intelligence.

Customer **Testimonial**

" The obsolescence of passwords is upon us. And changing out passwords for an alternative approach for authentication — it's expensive, it takes a lot of design work, and it takes a lot of time to do that. So, we started about three years ago, and we decided that multi-factor authentication wasn't enough. Even though it's the standard across all risk frameworks, we just don't believe that it's enough. So, we're moving into a realm of continuous, behavioral-based authentication, where we know enough about the end user, their use of technology, and their behavior that we can develop a mathematical representation of that. Then, we can measure their actual behavior against that mathematical representation, see what the variance is between the two, calculate that in a risk score, and the risk score feeds the app that provides access based on what that risk score is, and then, different apps can make different decisions based on different thresholds. So essentially, it's a continuous authentication process."
Source: Mr. Jim Routh, CSO, Aetna*

Platform **Benefits**

- Enable frictionless productivity
- Orchestrate dynamic authentication
- Dramatically reduce cost of operations
- Prevent credential stuffing instantly
- Correlate audit logs & threat intel in real-time
- Customize, integrate and scale efficiently

About **Acceptto**

Acceptto is a transformative cybersecurity company challenging the norms of identity access and preventing fraud across the enterprise and end consumers.

We deliver the smartest, most resilient continuous authentication system commercially available for web, mobile, workstation and IoT devices.

Contact Us: Email: **sales@acceptto.com** or visit **www.Acceptto.com**