



Create Superior Customer Experiences Across Every Channel

BindID delivers secure passwordless authentication for customers across all channels from any trusted device.



The customer journey is complex, but complexity should not result in a poor customer experience. Businesses want to deliver superior cross-channel experiences, but need to ensure customers always are who they say they are.

Different channel, different experience

- Multiple channels create complexity
- Fragmented customer experiences
- Authentication varies by channel and device

BindID creates seamless cross-channel experiences

- Passwordless access across all channels and devices
- Single identity across channels
- One registration process

The challenges of cross-channel authentication:

Customers expect consistent experiences

Customers are more connected than ever: laptop, tablet and mobile devices, browser, app, kiosk, call center and in-store channels. However, different channels have different experiences, and a fragmented experience is a poor experience.

Authentication across channels is critical

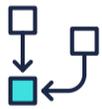
As customers navigate across channels, organizations must be confident the logins are legitimate. However, requiring customers to authenticate on every channel destroys the experience, especially as the number of channels continues to increase.

Multiple identities compound complexity

Authentication by channel almost always means multiple identities for the same customer. This compounds the password problem, making it difficult to know whether logins are legitimate without requiring even more authentication.

The solution: cross-channel passwordless authentication

Cross-channel passwordless authentication offers the experience consumers expect and the security businesses need. BindID provides cross-channel authentication by creating a single customer identity and binding the identity across channels, enabling secure passwordless access from anywhere.



Cross-channel passwordless access

Only BindID allows customers to navigate across all channels on any trusted device without ever using a password.



Build one identity for all channels

BindID authenticates customers based on their identity, not device or channel, for greater assurance logins are secure.



Seamless customer experience

BindID provides cross-channel passwordless authentication to facilitate secure logins everywhere your customers are.



With **BindID**, security and customer experience are no longer at odds. BindID secures logins across channels and removes the friction of passwords - from account opening to password resets - all while reducing the risk of fraud.