

## Optimize Security and Experiences With Passwordless Authentication

BindID leverages stronger security to improve the customer experience - all without passwords.



Passwords create friction and risks. Businesses want to solve the security and customer experience concerns passwords create, however most solutions are still built on a username and password, only compounding the password problem.

### Passwords are a way of the past

- Prone to data breach and fraud
- High customer abandonment
- Expensive to maintain

### Eliminate password with BindID

- No passwords - anywhere
- Eliminates password-related risk
- Seamless customer experience

### The challenges of passwords:



#### Passwords are filled with risk

Passwords have been the primary authentication method for decades, as well as a driver of risk. Account takeover, phishing and more are due to passwords. These risks remain if passwords are anywhere - even if masked with a "so-called" passwordless experience.



#### Passwords and customer experience are at odds

Customers are accustomed to using their smartphone biometrics, and expect authentication to be that simple everywhere. However, when businesses require a password, the customer experience is disrupted and abandonment increases.



#### Increased risks, increased costs

Passwords are insecure and friction-filled, and need additional management to offset both. Multiple solutions and dedicated staff are allocated to managing passwords, which takes away resources from revenue-driving activities.

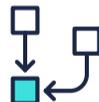
## The solution: eliminate password completely

Passwords are the root cause of risk and friction, and by eliminating passwords, both security and customer experience can be optimized. BindID is a customer authentication service that does not use any type of password anywhere, not in the front or back end experience and not even in the registration or device recovery process.



#### No passwords - anywhere

BindID is built on a passwordless architecture so there are no passwords anywhere - not even in the most encrypted databases.



#### Cross-channel access

Customers can navigate across all channels and devices - even incognito browsers and offline channels - with no password.



#### Erase password-related risks

Without passwords, there are no credentials to steal or manage, improving security while reducing costs.



**BindID** delivers a passwordless customer login experience to remove the risks of account takeover fraud and cross-channel authentication, and the frustrations of account opening, forgotten passwords and OTPs.