DATA SHEET

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Adaptive authentication powered by TypingDNA

The WSO2-TypingDNA partnership enables seamless and user-friendly typing-based authentication.

The challenge:

Customer & workforce authentication without compromising UX

The best companies obsess over UX and look for solutions to do two things: help them reduce customer churn and authenticate their workforce in a friendly way.

But, traditional authentication methods like SMS 2FA passcodes, push notifications, or tokens can be burdensome for customers and employees who need to whip out their phones, take a selfie, or even use a physical token every time they want to access their accounts.

So, how can companies grant users secure access to sensitive data without burdening their UX while also cutting on security costs?

The solution:

WSO2-TypingDNA adaptive authentication with typing biometrics

Integrated through WSO2's identity platform, TypingDNA typing biometrics authentication solution works by seamlessly authenticating users. Typing-based adaptive authentication is powerful because it banishes user frustration by deploying identity validation security that does not add friction to the UX. This helps companies achieve lower abandonment rates and drive higher revenue.

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How it works

Keep a seamless login experience by authenticating users when they type. The WSO2-TypingDNA integration combines adaptive authentication with typing biometrics, an authentication technology that recognizes users by the way they type.

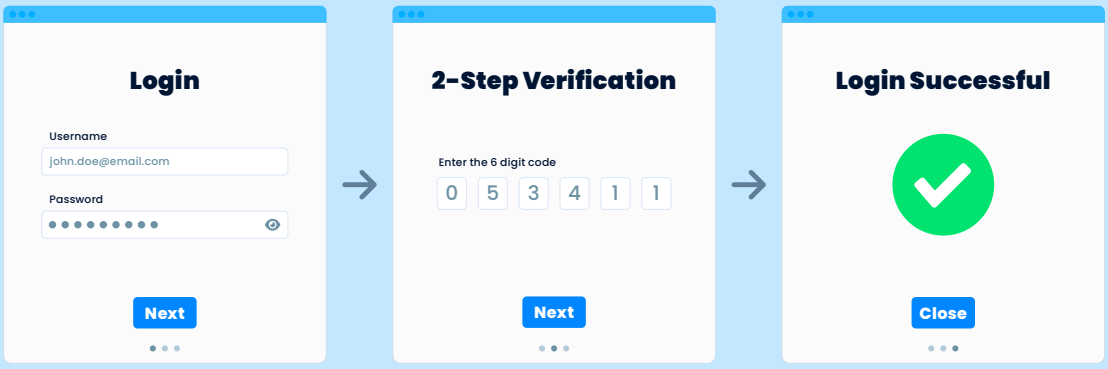
Typing biometrics is an innovative behavioral biometrics technology which records a multitude of behavioral features, like flight times between keys and dwell times on keys to authenticate users.

Reduce the need for 2FA & ONLY escalate to 2FA if typing pattern is not recognized

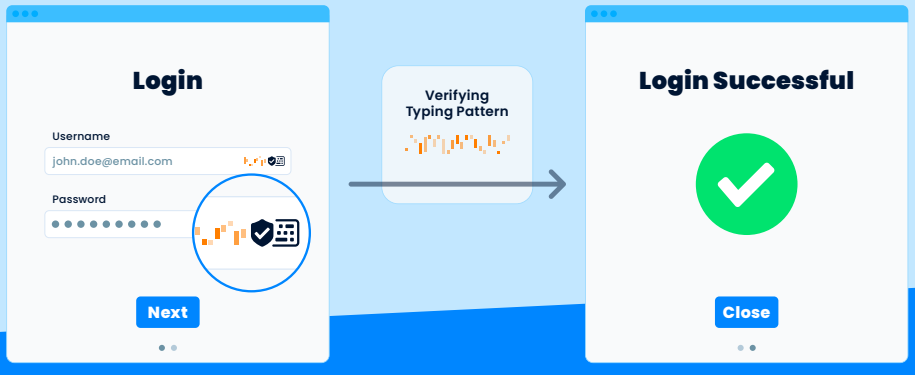
Adaptive authentication with typing biometrics means the user simply types their username & password and is securely authenticated into their account. If their typing behavior is a match, then authentication is successful. This way, companies can avoid unnecessary escalation of authentication to active types of 2FA such as SMS codes, push notifications, or authenticator apps.

Instead, 2FA with typing biometrics is passive and doesn't require the user to do anything else but enter their credentials to prove who they are. Only if the user's typing biometrics authentication fails during login would users need to use an additional authentication factor to prove their identities.

Traditional login without TypingDNA



Frictionless login with TypingDNA



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USE CASES

Workforce authentication

Having employees use their phones everytime they want to login to the company's resources, apps, and system is burdensome, costly and time-consuming. But, with typing-based adaptive authentication your employees would only have to use their phones if their typing pattern was not recognized while they typed their username and password.

Benefits:

- No personal phones needed
- Reduce account sharing
- Improve employee productivity
- Cut SMS 2FA costs

Customer authentication

For customers, adding SMS 2FA codes sent to their phones for every login and payment can be frustrating, which, for companies, can ultimately mean purchase abandonment and customer churn. Avoid all that by adding seamless authentication to your customers' authentication scenarios, such as when they are making payments, purchases, or simply logging in to their favorite app.

Benefits:

- Improve customer satisfaction & reduce churn
- Seamless login UX
- Cut SMS 2FA costs
- Privacy by design

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About WSO2

Founded in 2005, WSO2 enables thousands of enterprises, including hundreds of the world's largest corporations, top universities, and governments, to drive their digital transformation journeys — executing more than 60 trillion transactions and managing over 1 billion identities annually.

Using WSO2 for API management, integration, and customer identity and access management (CIAM), these organizations are harnessing the full power of their APIs to securely deliver their digital services and applications. WSO2's open-source, API-first approach to software that runs on-premises and in the cloud helps developers and architects to be more productive and rapidly compose digital products to meet demand while remaining free from vendor lock-in.

Great companies worldwide rely on WSO2

vodafone T-Systems Hilton

Panasonic NYU ING

& many more

About TypingDNA

TypingDNA is a new kind of biometrics that recognizes users by their unique typing patterns, powering more affordable, user-friendly authentication and behavioral analysis solutions. Use TypingDNA for employee, user and student authentication, as a 2FA solution that protects against identity fraud and as a non-intrusive method of continuous authentication.

Typing biometrics technology is approved by the European Banking Authority as a compliant element under PSD2 and by the Department of Motor Vehicles as an identity validation method for Online Prelicensing Courses.

TÜV AUSTRIA HELLAS EN ISO 27001:2013 EN ISO 27017:2015 EN ISO 27018:2014

EBA European Banking Authority