



**CASE STUDY**

## AmBank Group, Malaysia



### End-to-End Customer Identity Protection with Common Authentication for Multi-Channel Online and Mobile Banking Services

#### ORGANISATION PROFILE

- A leading Malaysian financial services group with over 40 years of expertise in supporting Malaysia's economic development.
- Offers a wide range of both conventional and Islamic financial solutions and services in wholesale banking, business banking, retail banking, investment banking, general insurance, life assurance, family takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.
- Serves customers across Malaysia with 170 branches and online banking via AmOnline and AmAccess Biz
- Strong foothold with over 9,000 employees

#### DIGITAL IDENTITY CHALLENGES

- The Bank required a centralised authentication platform to authenticate users using multi-channel banking services across the vertical business units. The platform needed to support different authentication technologies for various purposes.
- The Bank was looking for a secure protection on their Internet Banking customer's credentials, such as end-to-end protection of customer's password and ATM Card PIN delivery.
- The Bank also required a mobile security solution to protect their mobile banking app from vulnerability and malicious attack from the customer's mobile device.

#### SOLUTIONS



- i-Sprint deployed AccessMatrix™ Universal Authentication Server (UAS) as AmBank's centralised authentication platform to consolidate all banking channels: Retail Banking, Corporate Banking, SME Banking, SWIFT.
- End-to-End Encryption Authentication with Hardware Security Module (HSM) was implemented to ensure the highest level of data protection when storing and exchanging sensitive and personal data. It encrypts the user's credentials, ATM card PIN and data in transit from the point of entry to the point of comparison/usage.
- Multi-Factor Authentication was implemented across business units with different authentication technologies:
  - Retail Banking - YESsafe mobile token SDK was embedded in the AmOnline mobile banking application; high value transaction approval via "Push to Sign"; co-exist with SMS OTP for transaction authorisation.
  - Corporate Banking - OneSpan hard token was rolled out for the maker-checker transaction signing.

- SME Banking - Hybrid of OneSpan hard token and embedded YESsafe mobile token SDK in AmAccess Biz mobile banking app.
- SWIFT operator leverages on YESsafe mobile token as the strong authentication to access the SWIFT system.
- YESsafe AppProtect+ was deployed to shield the AmOnline mobile banking app to strengthen the security protection against run-time attacks on the mobile.

**BUSINESS IMPACT**

- i-Sprint UAS is a token vendor-agnostic versatile authentication platform that enables AmBank for continuous agility selection and implementation of new authentication mechanism without a major change to the backend infrastructure and less application integration effort.
- AmBank has more flexibility to address the risk with the right authentication technology for their business needs.
- The centralised authentication platform improves business time to market by being integration-ready and scalable for future-ready growth and expansion.
- Provides a better ROI in terms of being more cost-effective and productive when leveraging on the centralised infrastructure.
- It helps the Bank to meet the stringent regulatory requirement from central bank - Bank Negara Malaysia (BNM).

Further details about i-Sprint's products are available at [www.i-sprint.com](http://www.i-sprint.com).

To reach us, please email us at [enquiry@i-sprint.com](mailto:enquiry@i-sprint.com).

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