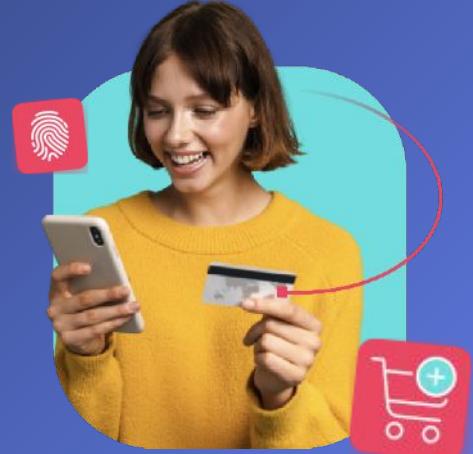


# Reduce Retail Login Friction and Secure Customer Transactions with Transmit Security Passwordless and MFA Services

Transmit Security reduces your checkout abandonment rate and protects customers from fraud — all with zero passwords *anywhere*.



Retail customers crave a convenient shopping experience — and if they don't get it from your brand, they'll quickly switch to a competitor. Meanwhile, merchants want to avoid costly fraud by ensuring shoppers really are who they claim to be.

Eliminating passwords is the obvious solution to both problems. With Transmit Security Passwordless and MFA Services you can phase out passwords over time or eradicate passwords completely. Give your customers dynamic authentication experiences that encourage adoption, decrease friction and improve customer trust. Transmit Security enables you to offer the right authentication methods for your customers including FIDO2-based biometrics, passkeys, social login, magic links and SMS OTP.

## Passwords push customers away and expose them to risk:

- According to FIDO, 58% of consumers abandon shopping carts due to login frustrations
- Vulnerable to phishing, credential stuffing and other account takeover tactics
- Provides poor assurance

## Keep customers engaged by eliminating friction:

- Provide convenient customer logins
- Enable true multi-channel experiences
- Allow customers to login on any device

## Passwords create challenges for retailers and customers



### Passwords are inherently vulnerable to cyberattacks

Password-based authentication only cares about what you know, which makes it trivial for threat actors to impersonate your customers. Restoring hacked accounts is expensive on its own but losing previously loyal customers can impact revenue for years to come.



### Passwords hinder a great customer experience

Customers are exhausted from managing so many different passwords. The average consumer contends with 150 different logins. Most mobile devices support a passwordless method of authentication meaning a convenient alternative is already at hand.

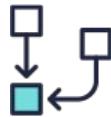
## The solution: deliver true omnichannel experiences with easy and secure one-step MFA

Accelerate your transition to passwordless authentication with a solution that can eliminate passwords and support multi-device and multi-channel experiences. Transmit Security enables a variety of passwordless authentication methods to suit all your customers including: FIDO2-based biometrics, social logins, one-time passcodes (OTPs), magic links and passkeys.



### Authentication with zero passwords

Users achieve MFA with fingerprint or facial biometrics (something they are) plus a private key (something they have). Authenticate customers without relying on knowledge factors or shared secrets that leave you open to attack



### Multi-device and multi-channel

Customers register one time to access all channels and transfer trust to other devices — so they can log in where and how they want. Whether a customer is on a mobile app or offline channels like a call center, customers gain a consistent and secure omnichannel authentication experience everywhere you do business.



### Lower risk, happier customers

Inspire confidence in your users with a streamlined login experience, effortless UX and secure account recovery flows. Dramatically increase registration by lowering the barrier for entry. You'll also reduce cart abandonment by making logins as easy as tapping or glancing at a smartphone.



**Transmit Security Passwordless and MFA Services** offer multiple strong authentication methods including FIDO-based passwordless, support for passkeys and other MFA services to eliminate the risk of account takeover fraud without compromising the customer experience. Transmit Security enables customers to access their shopping cart and check out from any channel on any trusted device, simplifying how they log in to their account to increase conversion, transactions and revenue. Secure end-to-end customer identity journeys using our modular Customer Identity and Access Management (CIAM) platform leveraging authentication, authorization, user management and account protection through identity orchestration.