Embracing a new identification era

b FY

Identify Individuals, Eliminate Fraud, Protect Privacy.

b-fy.com

It's wishful thinking to believe that an individual can gain secure access to something by only using their 'so-called' identities using elements such as swipe cards, passwords or biodata.

Unfortunately, anyone on the planet can access, hack or trespass with these widely used access elements to match someone's identity.

The fact is we have never truly identified people this way. We have been allowing access without really knowing who people are.

The time has come for this to finally change!

ABOUT B-FY

B-FY is an "Identification as a Service" product that completely changes how companies grant people access, either physically or online.

With B-FY, companies can truly identify individuals instead of simply "matching" certain elements that are supposedly held or known by the true owner.

B-FY is an omnichannel solution that enables an optimal user experience at any milestone of your customers' journey, with the highest security standards available in the market.

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Embrace the
Total Experience Trend

As part of the Top 12 Strategic Technology Trends that Gartner® has defined for 2022, one of the key trends is **Total Experience,** a business strategy that encompasses everyone who engages with a brand including customers, employees, users and partners, to improve the overall experience. This trend is a strong transformational force currently influencing many different industries.

A pivotal point for any company to master the Total Experience is to unequivocally identify the person they are interacting with. With B-FY this identification process is precise, seamless and easy to use whether the person is trying to gain access to a physical or online service.

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Don´t Be Fooled by Buzzwords

The word passwordless is currently a common term everywhere. It has become a trend for companies to say they are 'passwordless', which should mean they don't use passwords to grant access to people.

Using passwords is undoubtedly a central problem for the IT industry because they can be stolen and used by anyone, anywhere. However, more changes are needed throughout entire access protocols to grant secure access to people; passwords are just the tip of the iceberg.

Three examples of how companies are claiming to be passwordless when they are not:

- *Some companies are offering approaches that they claim don´t require passwords, but what they are really doing is allowing the person access without memorizing a password. The company sends temporary passwords or codes to the person each time he or she wants to gain access to services or places. This supposedly makes life easier for users, but in fact, continues prolonging a fundamental and foundational problem - companies continue matching elements, but in another way. This does not solve anything, risks of fraud and impersonation are still prominent, accompanied by further cumbersome identification processes.*

- *Other companies make an improper use of biodata resulting in biodata privacy issues. Sending biodata over the internet, even if it's only partially, risks the privacy of people.*

- *Some companies continue using the same passwords but store them on the users' mobile phones. To recover the password the company uses the local biometrics from the mobile phones. Again, this does not make a service passwordless, and the biometrics are not used to identify the perso*n, rather to gain access to that overused password.

B-FY is the only company that can truly identify people, with a protocol that does not use passwords at all. B-FY uses the biometric capabilities on a user's mobile phone to grant users access and it does not store or send this data, so fraud is no longer an issue.
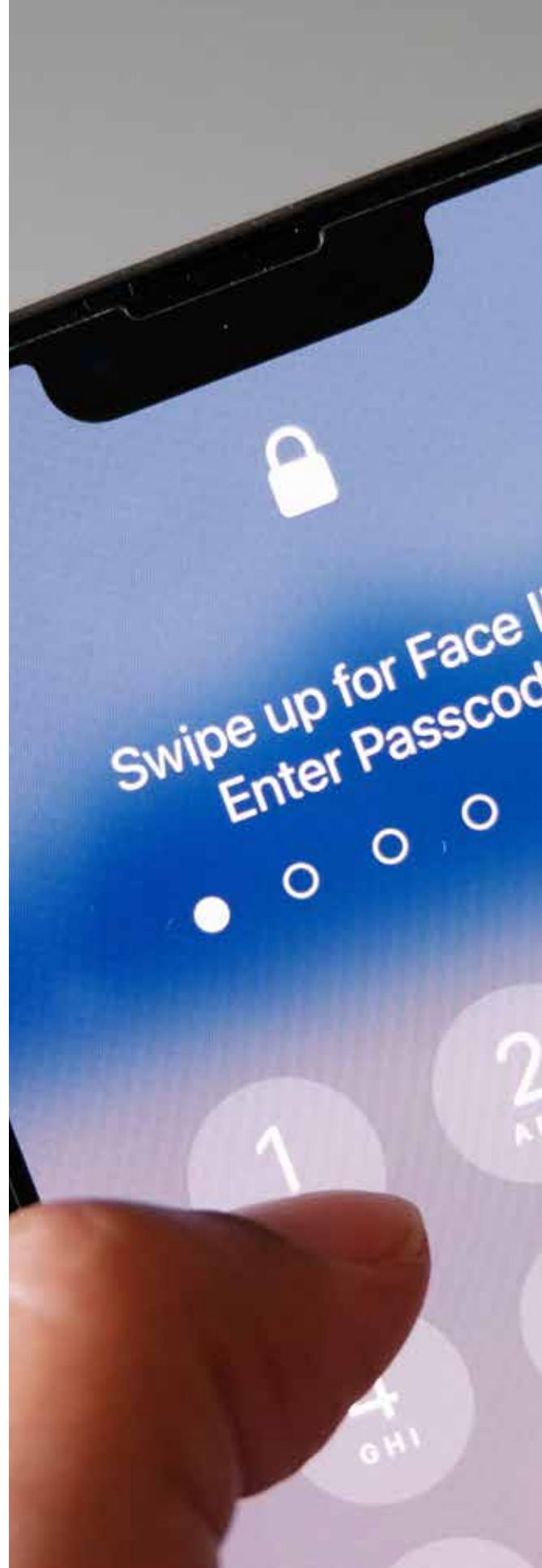
What Makes B-FY Different

1
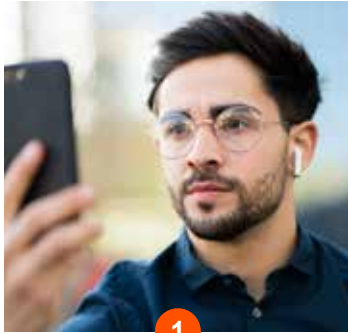
Two-factor authentication at once, by using something the individual holds (the mobile phone) and something the individual has (a biometric feature).

2

The individual is always the one initiating and in control of the identification process.

3

The individuals' biometric patterns don´t travel over the internet, they stay on their mobile phone.

4
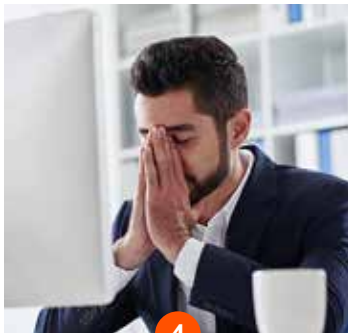
There is no matching of elements (e.g biodata, passwords or swipe cards) supposedly in possession of a given person.

5

The solution can be used in both online and physical scenarios, so a Total Experience approach can be achieved.

6

The user experience is enhanced, leveraging existing consumption habits.

Join Innovative Companies on Their Journey to a New Identification Era

ATIO® Group is using B-FY as part of its gas Stations Management solution, enabling its customers to truly identify the fleet drivers that go to pump gas on their vehicles. In the past, despite trying different security controls, some drivers were committing fraud by pumping gasoline into personal vehicles. With B-FY these fraudulent activities have been eliminated.

"Our mobile app reads the QR code generated dynamically by the point-of-sale terminal, which is checked on a central server, called the Universal Identification Platform. The UIP then requests the biometric identification on the mobile phone, and in a matter of milliseconds, the driver is biometrically identified and can continue to carry out the refuelling. This simple measure has eliminated the possibility of fraud at our gas stations saving us thousands of dollars."

Mario Coeto Guevara
General Manager Software Division

Madrid Golf Federation is using B-FY on their internal tournament approval processes. Tournament Directors needed to use a password to validate that a Tournament was reviewed and contained all the results properly informed. This process was cumbersome because sometimes the Directors would forget the password needed to do this operation, and the Federation also wanted to eliminate risks of fraud by someone discovering the password or breaking the system and changing the Tournament results.

With B-FY they improved and made this process secure.

"As one of the most important sports federations in Spain, ensuring that all data is safely stored and the access to this data is given only to right people is of critical importance for us and for our reputation. B-FY offers a secure protocol that allows us to meet this objective."

Oscar Maqueda
Marketing & Communications Director

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B-FY is changing the rules on the identification market, making the world more secure

Contact us to learn more about our solution and embrace the new identification era, one where passwords and matching protocols are completely impractical.

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