

Client: Falabella

Web: www.falabella.com

Countries: Argentina, Chile,
Peru, Colombia & Mexico

Industry: Retail / Banking

Implemented solutions:

A solution to increase the security levels on the digital operations, based on potential risk.



 VU App & Cloud Server[®]

 VU Mobile Tokens[®]

 VU AES[®]

 VU Fraud Analysis[®]



The Challenge

Considering the possibility of identity theft and the increase of threats based on obtaining credentials of online users, **Falabella** noticed the need of implementing a solution to guarantee the identity of their clients. At the same time, they wanted to strengthen their transactions and all the confidential and sensitive information of the final client.



About Falabella

Falabella is one of the biggest and best well-known retail brands in Latin America. It develops its commercial activity through big business areas, including department stores, home decor and construction, banking, travel, commercial financing CMR and insurance services. Founded in 1889, Falabella is today the biggest department store in South America, with over 65,000 employees and 100 stores.



Provided solutions

The decision-making process to arrive to a technological agreement with **VU** started with a market research that included both a technical and a functional analysis of the possible technological solutions with local and global representation and backup. The company chose **VU's** portfolio for their CMR, Banking (People and Companies), Travel and Insurance areas.



Implemented solutions

VU App & Cloud Server®

It is an omnichannel and multifactor authentication engine that combines different two-factor authentication methods with the traditional username and password.

VU Mobile Tokens®

It is the SDK component that allows to integrate the functionalities from VU App & Cloud Server on Android and iOS mobile apps, providing strong authentication methods to enroll, generate and validate two-factor authentication methods.

VU AES®

It is a module to provide customer service and manage its passwords, devices and permits. It makes the product and authentication factors' managing way easier.

VU Fraud Analysis®

Is a module that generates user profiles based on the information provided by the customer's core. The solution works under the mode of WebServices / REST / SOAP receiving and processing the information. This module can be customized to adapt to the fields that the client requests to evaluate. The detection rules can also be customized from the management console of the solution through logical operators defined together, as well as having a knowledge base generated according to the transactional history that the company possesses.



+10 years of experience in Cybersecurity

We develop cybersecurity solutions that digitally transform the market and increase the business volume with lower operative risk. We offer products for all the stages of the digital cycle of a citizen within the client's business and the possibility of integrating any existent technology in a fast and secure way. Our solutions are delivery free and speed up deployment times to exploit business opportunities in a pertinent time.

We are the only company within the region aligned to the good practices of international authentication as member of **FIDO Alliance, Tech Accord, OATH and OCF**. Founded in 2007, it has offices in **Argentina, Chile, Uruguay, Ecuador, Colombia, Costa Rica, Mexico and Peru**.

+ 14 Countries in LATAM

+ 14 Innovative solutions

+180M Protected users

+ 60 Partners

VU has +80 clients in LATAM



Biometrics

- VU Face Recogn**® Facial Authentication
- VU Voice Recogn**® Proof of life
- Secure Onboarding Process**®
Remote authentication

Fraud Prevention

- VU Fraud Analysis**® Multi channel fraud prevention
- VU Vault**® Protection of encryption keys
- VU Sign**® Optimizes processes with digital signatures
- CSIRT**® Safeguarding business reputation

Identity Protection

- VU App & Cloud Server**® Validation of identification process
- VU Mobile Tokens**® Robust authentication of simple implementation
- Liintu**® Credentials Administration from a single place

Management

- VU AES**® Simplification of tools for Customer Support
- VU Comm**® Safe messaging
- VU Certificate**® Administration of certificates to simplify processes
- User Experience**® Optimization of the user experience