Client: Prisma Medios de Pago
Web: prismamediosdepago.com
Country: Argentina
Industry: Banking

PRISMA medios de pago

Implemented solution:

It allows users to perform secure remote transactions anywhere, with robust two-factor authentication.

Secure Onboarding Process ®

VU App & Cloud Server ®

VU Mobile Tokens ®

About Prisma Medios de Pago

Prisma Medios de Pago is the result of a strategic alliance between Visa Argentina and Banelco. Both companies have wide experience in the market, and, after providing high quality products and services and leading its sector, they decided to combine their experience and start working together. **Prisma** provides all clients with the same authentication web engine through web, mobile and ATMs channels, including Banco Santander in Argentina.

The Challenge

Prisma's priority was to implement a robust authentication engine process to optimize the user experience and reduce the transactional friction during remote transaction. Their goal was to have a biometrics (face, voice, fingerprint) solution on a digital onboarding process, as well as a dynamic two-factor authentication (TOTP) engine for their clients.

Provided Solution

The provided solutions are mounted on **Microsoft Azure** and powered by Cognitive Services system. They were designed to provide a competitive advantage to **Prisma** and an unprecedented experience for users in Latin America.

Prisma chose **VU** because it is the only company whose solution is focused on empowering users to perform transactions safely and without friction on an omnichannel way. This helps the company to provide technological services to different industries including banking, government, education and health.

The implemented solutions

Secure Onboarding Process®
It manages the users' life cycle during the digital transformation process. It allows the remote authentication from any device where the camera can be used.

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 App & Cloud Server®
It is an omnichanel and multifactor authentication engine that combines different two-factor authentication methods with the traditional username and password.

Secure Onboarding Process® It offers a complete software solution that is easily scalable and integrable to the client's existing system.

VU App & Cloud Server® It offers flexible and customized integration to the technological environment of the companies through any device that can access the Internet.

+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, OATH, Tech Accord 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

+180 M Protected users

+ 60 Partners in LATAM

VU | Microsoft

VU has +80 clients in LATAM

VISA
PRISMA medios de pago
BANCO CREDICOOP COOPERATIVO LIMITADO
Ministerio de Modernización Presidencia de la Nación
Banelco
OPTIC

TP TODO PAGO
HSBC
FRÁVEGA
GLOBAL BANK
ICBC
Movil Red

BANCOPATAGONIA
ASP
falabella.
BANCO REPUBLICA
Macro
EL MERCURIO

Registro Nacional de las Personas
TINUVIEL
Diners Club INTERNATIONAL
BANCO COMAFI Si te va bien, nos va bien.
Globant
7 ELEVEN

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

Risk 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