

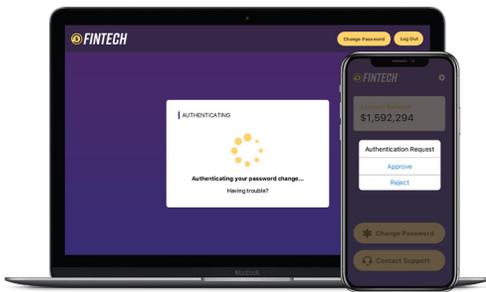


## Great User Experience OR Security?

Online companies continuously perform a balancing act between delivering amazing consumer experiences and protecting users from online fraud. And while it is well documented that two factor authentication (2FA) can be highly effective against attackers, overall adoption remains low due to the poor user experience of most 2FA solutions, such as one time passcodes.

UnifyID is removing the tradeoff between strong account security and seamless user experiences.

## Two Factor Authentication, Evolved: UnifyID Push-to-Auth Service



UnifyID's Push-to-Auth Service securely links browser sessions to authorized mobile app users. By embedding our lightweight SDKs in your browser and mobile apps, we transform the assets you already have into a secure two factor authentication service with no additional app for the consumer to install.

Push-to-Auth sends secure push notifications to your mobile app where authorized users authenticate with just one tap. That's it. A great user experience with the security benefits of 2FA.

Push-to-Auth can also be used in conjunction with our Passive Auth Service, which authenticates users based on behavioral biometrics and environmental factors. By adding Passive Auth to Push-to-Auth, you get a level of user security not offered by any other 2FA solution: proof that the right user is receiving the authentication request.

## UnifyID Push-to-Auth vs. One Time Passcodes

Push-to-Auth is the perfect replacement for one time passcodes (OTPs), both in terms of user experience and security.

Push-to-Auth delivers a simple one-tap user experience that requires no user enrollment steps. OTPs by contrast require the user to divulge more PII, their mobile number, then type 6 digit codes into your website.

Push-To-Auth uses no passcodes and requires no mobile numbers, making it resilient to phishing and SIM Swap attacks. Notifications are delivered through networks secured by Apple and Google. Conversely, OTP codes can be phished, intercepted by SIM Swaps and delivered via insecure SS7 networks.

With Push-to-Auth you get the best of both worlds: security and a great user experience.

		UnifyID Push-to-Auth	SMS OTP
<b>UX</b>	Passwordless logins	✓	✗
	No OTP Typing	✓	✗
	Ease of User Enrollment	✓	✗
<b>Security</b>	Immune to phone number porting	✓	✗
	Resilient to phishing and social engineering	✓	✗
	Secure network delivery protocol	✓	✗

## Revolutionize Authentication with UnifyID

For more information, please visit our website [www.unify.id](http://www.unify.id), or contact us directly at [inquiries@unify.id](mailto:inquiries@unify.id)