LoginRadius Launches Multi-factor Authentication

LoginRadius releases Multi-factor Authentication as an additional layer of Security

VANCOUVER, BC, CANADA, January 30, 2018 /EINPresswire.com/ -- LoginRadius, a leader in Customer Identity Management, announced today the release of Multifactor Authentication (MFA) to streamline account registration, reduce fraud and protect consumers with an additional authentication step during the registration and login process.

Passwords remain the weakest link in the security chain because consumers are notorious for choosing weak passwords, and then reusing or sharing them - creating holes in your security layer. With the increasing frequency and complexity of cyber-attacks and data breaches, it makes sense to to protect high-risk consumer accounts by adding an extra layer of security.

Multi-Factor Authentication (MFA) is a security layer that requires more than one method of authentication to verify the user's identity. The goal of MFA is to re-confirm the user's identity, and reduce security risks. Even if the username and password is compromised or broken, the attacker still has at least one more barrier to breach.

LoginRadius' Multi-Factor Authentication adds an additional layer of security to customer accounts by way of either One Time Passwords (OTP) or social identity verification. In the case of OTP, a unique code is sent to the end-user via Text Message, Email, Google Authenticator, or third-party authenticators such as Duo, Authy, RSA Security, Yubikey.

OTP is the traditional approach to two-factor authentication, though LoginRadius also supports employing social identity verification as the second layer of authentication. This latter approach helps clients obtain first-party social data from their users' social accounts.

LoginRadius' MFA can be custom configured to the specific needs of the Enterprise. MFA can be rolled out as a mandatory process for all users, applied to users with specific profiles, or it can be an option enabled by the end-user. The conditions for triggering MFA can also be configured:

- At the time of authentication - automatically require MFA
- On Unique Events - for example a high-risk/ high value transaction (Banking, Finance, Utilities, Municipal)
- Based on risk score of a profile - user profiles can be matched to login conditions and if they don't match (Location, IP, Device) it will trigger MFA.
- To allow only one session - If there is a limit on the number of sessions a user can access at one time, it will trigger MFA if the user tries to exceed the session limits.

"Multi-Factor Authentication provides additional security to protect customer accounts from password breaches and account compromises." said Deepak Gupta, CTO and Co-Founder of LoginRadius. "A reduction in instances of security breaches also results in considerable time saving for support and development teams."

Multi-Factor Authentication is especially appealing for organizations offering high-risk customer accounts or high-risk transactions such as in Banking, Financial Services, Insurance, Healthcare, Public Sector Services, etc.

These organisations can use LoginRadius' MFA to:

- Protect their customers' online accounts and personal information
- Protect against risky behavior such as profile changes or password resets
- Protect their customers from Account Takeover Attacks
- Ensure legitimate transactions for high-risk activities such as transferring funds
- Meet compliance requirements such as GDPR, PCI DSS, HIPPA & PSD2

To learn more about these features please visit here.

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About LoginRadius
LoginRadius is a leading provider of cloud-based Customer Identity and Access Management solutions for mid-to-large sized companies. LoginRadius' solution serves over 3,000 businesses with a monthly reach of 650 million users worldwide. The company has been named as an industry leader in the cIAM space by Gartner, Forrester, Kuppingercole, and Computer Weekly.

LoginRadius' platform helps companies deliver a connected customer experience, creates an integrated marketing ecosystem, and centralize customer data to define a unified profile and better manage their customer identities. Some of the key products include customer registration services, profile management, single sign on (SSO), integration with third party marketing applications, user management, customer insights, and more.

The company is headquartered in Vancouver, Canada, with additional offices in the USA, United Kingdom, Australia, and India.

For more information, please visit www.loginradius.com.

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