

# TickStream.KeyID®

Behavioral Multifactor Authentication (MFA)  
that confirms who you are by how you type

Securing the logon process without frustrating the user experience

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# The Problem

Hacking and data breaches continue to mount as IT leaders work to balance privacy concerns, regulations and user experience with much-needed security technology for cyber resilience



## BIOMETRICS

are non-revocable and create serious privacy, regulatory and cost considerations



## PRIVACY

and regulatory challenges mount as increasingly stringent laws like GDPR and CCPA become commonplace



## COMPLEXITY

of solutions and addition of hardware opens new attack vectors and vulnerabilities for hackers to exploit



## TOKENS & DEVICES

authenticate possession – they do not confirm identity, but they do add cost, friction, complexity and other vulnerabilities



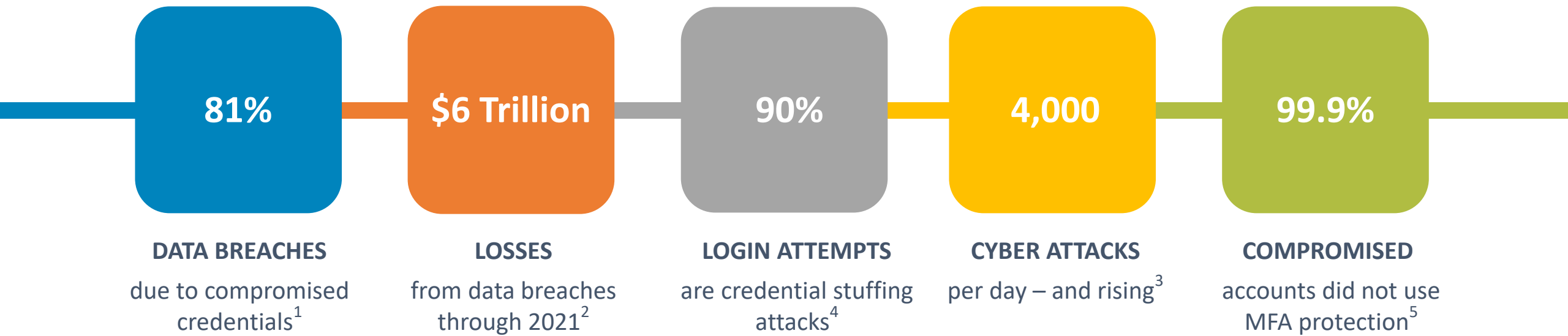
## ROI

on existing cybersecurity and IT infrastructure is difficult to achieve for many organizations



# The Problem is Growing

Billions spent on cybersecurity but digital identity remains uncertain and is the leading cause of data breaches



1. Verizon Data Breach Investigation Report, 2017 2. Cybersecurity Ventures Annual Cybercrime Report, 2017 3. FBI Ransomware Prevention & Response for CISOs, 2016 4. Akamai [state of the internet] / security Vol. 5, 2019, 5. Microsoft at RSAC, 2020.



# The Challenge with Tokens & Devices



## TOKENS & DEVICES

authenticate possession – they do not confirm identity, but they do add cost, complexity and other vulnerabilities



Many secure environments restrict the usage of personal smartphones



It's frustrating for users when they need something to work reliably – they need to login when and where work happens



SIM swap fraud and other vulnerabilities are exposed by adding personal devices like smartphones to your login procedures



Tokens merely confirm possession – not *who* is logging into your network



Distributing and managing tokens can require a full-time employee in some companies



Authentication that adds new steps to the login process creates friction and frustrates users

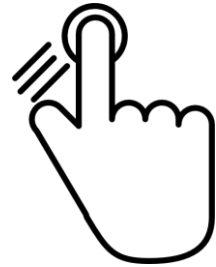


# The Challenge with Biometrics



## BIOMETRICS

are non-revocable and create serious privacy, regulatory and cost considerations



Fingerprint readers and other biometric solutions often require the acquisition of and training with new hardware



The cost and complexity of compliance and risk associated with non-compliance is increasingly elevated with the use of biometric data



Biometrics are fixed – they cannot be changed – the financial consequences of exposing biometric data can be substantial



Distributing and managing biometric readers can require a full-time employee in some companies



Privacy laws and regulations are becoming increasingly strict on the collection and use of PII, such as biometric data



Biometric authentication can add new steps to the login process, creates friction and frustrates users



authenticate yourself  by being yourself™

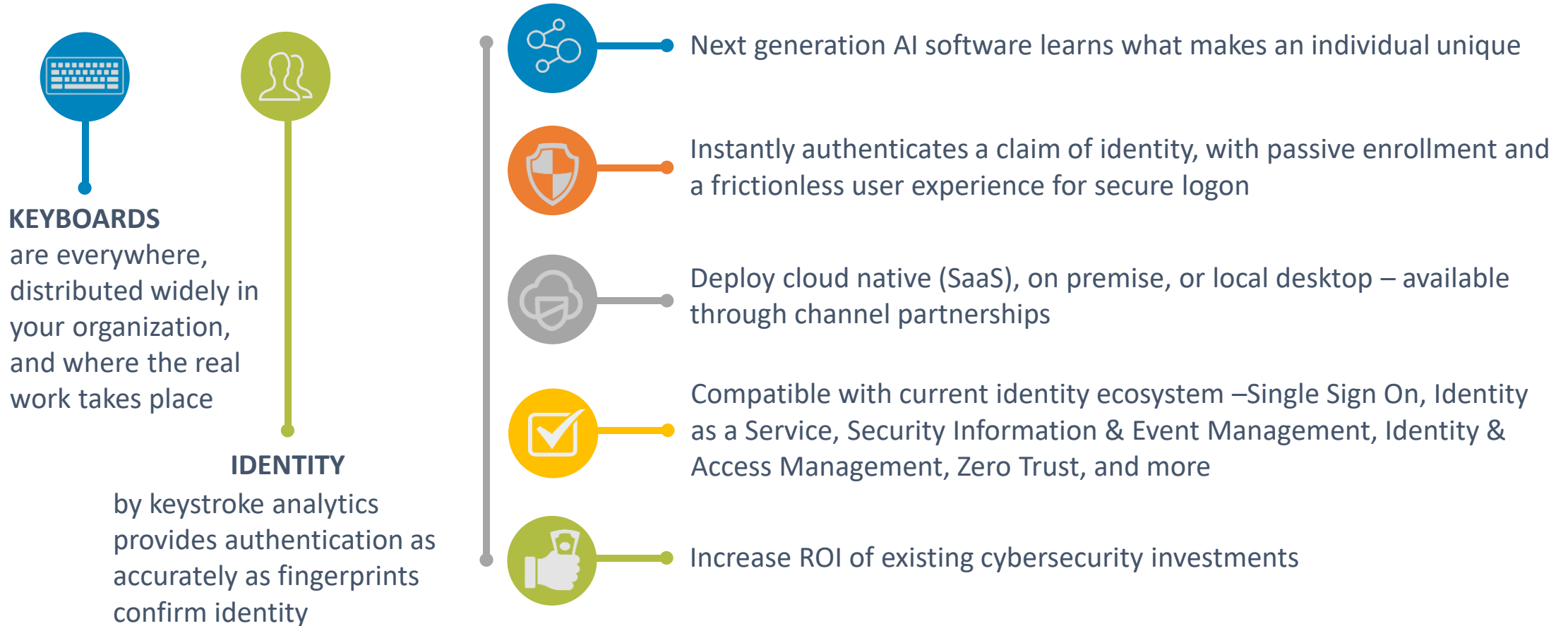
# Rethinking MFA

MFA has been a conundrum for many organizations because, while it clearly addresses risk, it makes everything more difficult for IT leaders by adding cost, upsetting the logon process, frustrating the user experience, and creating new and more complex challenges for the organization



# The Solution

*TickStream™* keystroke analytics SaaS products confirm *who* you are by *how* you type – next generation artificial intelligence developed at Intensity Analytics



# TickStream.KeyID®

## IMPLEMENT

No new hardware, nothing new for users to do, standard APIs, integrations with identity platforms and commonly deployed systems

## PRESERVE PRIVACY

Capturing keystroke timing data only  
 – not text – not habits – not location  
 – not PII – preserving privacy for individuals and organizations

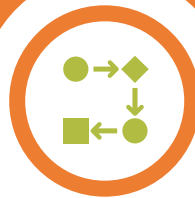
## SAVE MONEY

Simple subscription model, no setup fees, hardware costs, licensing fees, or hidden costs – and a frictionless solution improves productivity



## SECURE

Using keystroke analytics alone, TickStream is “as effective as a fingerprint” in identity evaluations – the de facto standard – far better than the 90% advertised by others – tightly integrated with and powered by core Microsoft technologies



## USE

Self enrollment and a virtually frictionless experience for users – all they need to do is enter their username and password and their unique behavioral performance does the rest – no devices, no tokens, no problems



## REDUCE OVERHEAD

Reducing administrative burden with a cloud-based subscription – easy-to-use management console – frictionless authentication solution that does not require additional devices or tokens – can be deployed in your environment





# Benefits of TickStream.KeyID

High Availability – integrates with your existing cloud and prior IT investments seamlessly



No need for new hardware or dependencies on other devices

Nothing new for users to learn or do



a FRICTIONLESS user experience



measuring human performance – not habits – not fixed biometrics

Hardens security by providing much-needed MFA without the hassle



Contributes to compliance by improving security without adding privacy-related complications

Scales from a single user, to SMB, and global enterprise

Add users as you grow

For a low monthly cost



Individual profiles improve with usage...



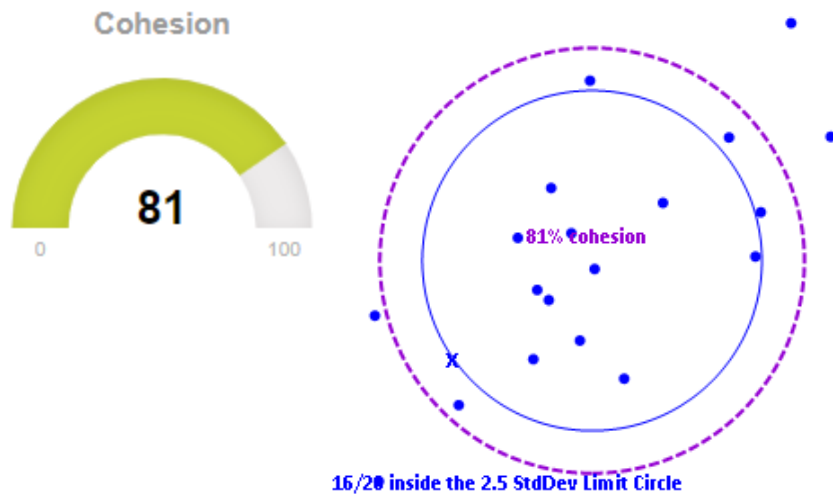
... and a passwordless future



# Demo

*It's time to see it in action, confirming a claim of identity - we know it's you by how you type*

TickStream.KeyID is capable to perform this analysis based upon advanced machine learning and artificial intelligence engines that establish a robust profile



Visit [keyid.tickstream.com](http://keyid.tickstream.com) to build & try your profile

tickstream.KeyID personal trial

Login

mfribance@intensityanalytics.com

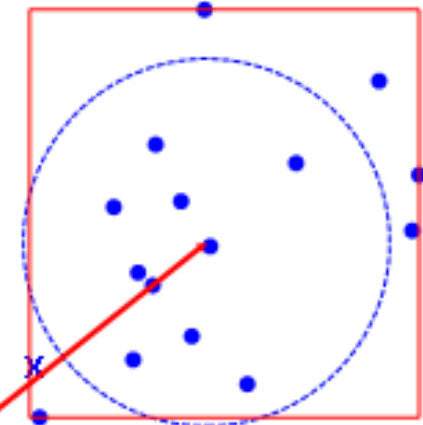
Mackenzie Fribance

>>

You passed the threshold for this demo!

Result	Confidence	Fidelity
True	63%	40%

Once you've completed enough entries TickStream learns what makes you unique and can confirm identity based on how you type your password



Result	Confidence	Fidelity
False	19%	5%

You did not pass the threshold for this demo!  
You do not appear to be the right person!



authenticate yourself  by being yourself™

# TickStream

Removing the barriers to MFA inside your organization – bringing security to your login process without major overhauls, long and costly implementations, creation of greater complexity, or additional steps which frustrate users



# Implementation, Operations & Support

Intensity Analytics has established integrations with many common platforms, standard API's, and a growing channel of partners to help customers within their existing business framework



Fully integrated with Windows Logon, F5 BIG-IP APM, Broadcom Layer7 Siteminder, ForgeRock Identity Platform, Cyberark, and more

Compatible with cloud platforms and web integrations thru standard API's



carahsoft.

Insight.

FORNETIX



EY

Distributed where you buy – making procurement, implementation and support simple and effective for your organization

More channels constantly being added – let us know what you need, and we'll work to earn your business



Committed to  
100% customer  
satisfaction, all  
day, every day

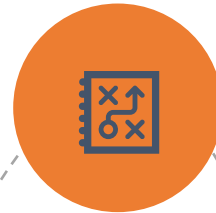


# Customer Focused

Driven by a passion to provide security and privacy along with a fabulous customer experience

## FOCUSED

to deliver on granular authentication requirements and establish appropriate security based on access and authorization levels and ease of use for a range of user groups



## FLEXIBLE

to provide full gating or real-time logging of authentication to meet the specific security objectives of your organization

## FRIENDLY

to users, creating a frictionless login experience to meet security needs without frustrating people or complicating the process of authentication

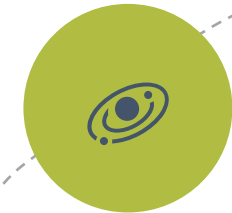
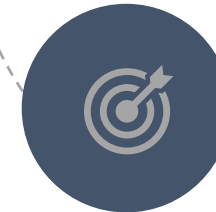


## FAIR

to organizations struggling with the cost of cybersecurity and compliance with the ability to adjust user counts as your business changes

## FORMIDABLE

to hackers – protecting your organization with powerful, intense, capable technologies that provide biometric-level security at login without new vulnerabilities



## FUTURE

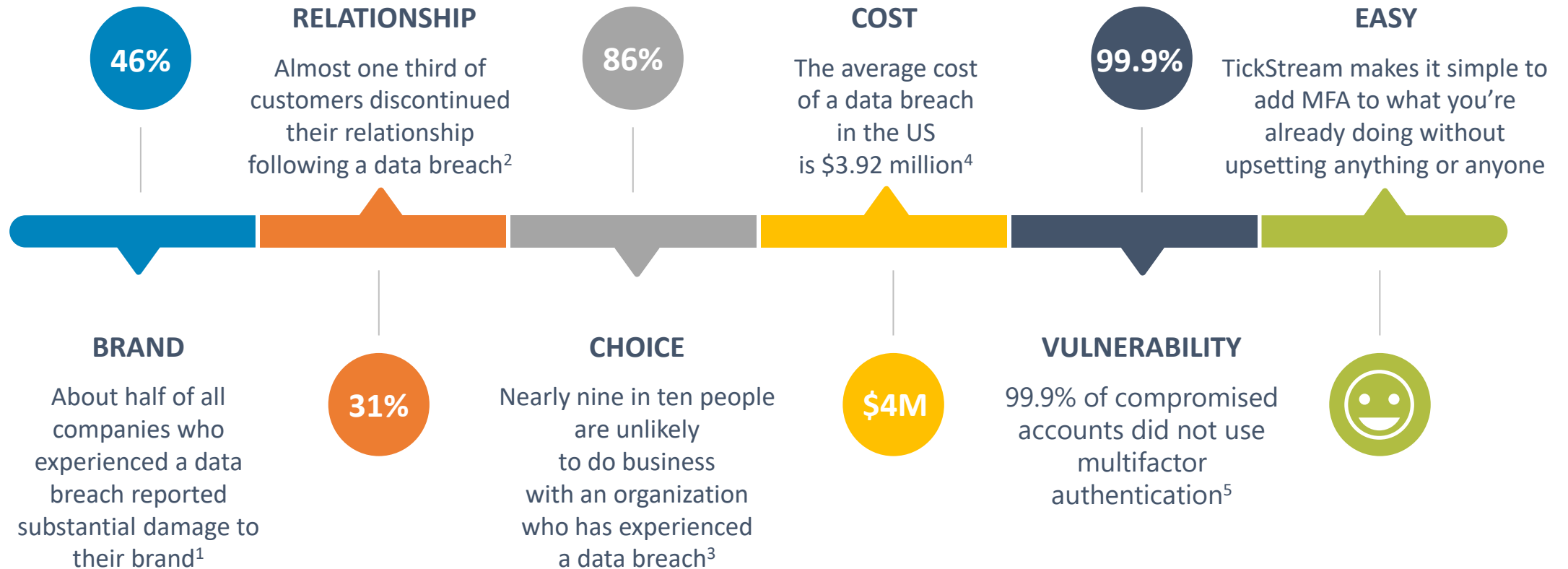
designed to help customers increasingly leverage human behavior and, through innovation, move towards private, passwordless authentication

||||| *the de facto standard in keystroke analytics*



# Why TickStream?

Data breaches damage brand, cause loss of customers, are expensive, and likely to occur – MFA can stop them



1. Forbes Insights & IBM, 2. Ponemon Institute & Centrifry, 3. OnePoll & Semaphore, 4. Digital Guardian & IBM, 5. Microsoft at RSAC, 2020.



# What others are saying

“The impact of this technology is dramatic, making passwords and all other forms of multi factor authentication obsolete.”



John Cronin, Chairman, ipCapital Group



# What others are saying

“Our computations show both that Intensity Analytics can greatly reduce the probability that an imposter can successfully use stolen credentials, and if the users are willing to accept a higher threshold of rejection, it can reach a 0% rate, effectively blocking all imposters.”



Drs. Gantz & Miller  
Department Heads: Information Technology, Statistics  
George Mason University







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