



SIMPLE 2-FACTOR AUTHENTICATION

Improve the end-user experience at a lower cost

In many geographies the cost of text messages dramatically impacts the adoption of two-factor authentication. Tata Communications provides a new frictionless authentication method using Missed Call technology that significantly reduces the cost. Tata Communications also offers SMS & Voice IVR authentication.*

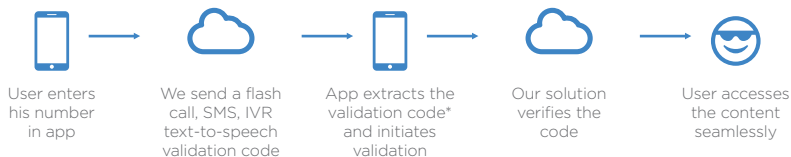
READY FOR E-COMMERCE, SOCIAL, FINANCIAL SERVICES AND YOUR APP

Our Simple 2FA solution is ready to deploy on any website or mobile platform. Efficiently authenticate user identities for transactions across a broad range of categories including financial services, e-commerce, business applications, social media, lead generation, online classifieds or almost any cloud-based service.

QUALITY AT A LOW COST

Our Simple 2FA solution automatically extracts the authentication code from the missed call or SMS and embeds it directly into the customer app. If a user doesn't have access to a mobile phone or text messages, then the code can be spoken in a recorded message. This makes it easy for users to take advantage of two-factor-authentication quickly and easily.

Our Missed Call technology automatically** recognizes the incoming authentication call. The end-user's application extracts the authentication code from the Calling Line ID (CLI) without actually answering the call. Since the call is never answered, it is not billed. Users have access to robust authentication services without paying a premium.



BENEFITS

- Better end user experience
- Save money, missed calls are on average 4-5 times cheaper compared to SMS or IVR
- Worldwide termination with 100% CLI delivery assurance on 260+ mobile destinations
- More Secure - Device authentication supplements code authentication to prevent fraud
- Rapid deployment

FEATURES

- API available
- Missed Call, SMS and Voice IVR options
- Flexible pricing and no infrastructure cost
- Security - Additional authentication parameters such as IMEI, IMSI, UDID or location.
- Real Time Reporting - Portal provides instant access to authentication activities
- Landline- IVR option for landline phones

TATA COMMUNICATIONS HAS THE KNOW-HOW:

#1 global voice carrier

Global connectivity for **4** out of every **5** mobile subscribers

* for Android only

TATA COMMUNICATIONS