

Achieve operational excellence while streamlining the customer experience for auto financing with IdentityX®

Client:

Finance division of a global automotive brand

Business Objective:

Expedite the process of helping customers apply for car financing while providing robust, compliant security

Solution:

Secure, fast login for authorized users with Daon's IdentityX® biometric authentication for face, voice, and fingerprint via a mobile device, as well as web-based authentication

The Challenge

A leading automaker needed a better way to allow authorized users, such as dealership personnel, to securely log in and assist customers through the process of applying for car financing. Legacy systems allowed dealers to log in and authenticate themselves, but this process relied on passwords, which the automaker's finance division needed to retire in favor of more secure authentication that leverages biometrics. Existing systems also required the car dealer and customer to sit down at a desk together, rather than start the process in a less formal setting, such as standing with customers in the showroom or outside in the lot. Furthermore, regulatory changes mandated the adoption of multi-factor authentication to protect against unauthorized access to sensitive information.

The Response

The ideal authentication solution was one that would be accessible from a mobile device and allow robust biometric authentication, so that dealers could kick off the process of helping customers apply for financing more quickly and deliver faster decisions. At a group level, the automaker had recently standardized its technology stack. Ideally, the company wanted to meet the new regulatory requirement for strong, multi-factor authentication by using a best-of-breed biometric solution that would work seamlessly with its chosen Identity Access Management (IAM) system. The company chose Daon's IdentityX platform. Daon has pre-built connectors to its partner ecosystem which includes IAM vendors, allowing a plug-and-play integration module that streamlines deployment.

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- Leo Ring, VP Americas of Daon

The Benefits

Car dealers are set to benefit from fast, secure login to lending systems from any device, in any location, so they can meet customers wherever they are, fully protected by multi-factor biometric authentication. Daon's IdentityX is fully FIDO certified and will allow dealers to log in using fingerprint, face, or voice—on a mobile device or via a web browser—and assist end customers through the lending process. Following rollout to its dealerships, the automaker can easily extend the same functionality to its internal enterprise users, partners, suppliers, and consumers.

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BENEFITS AT A GLANCE: IDENTITYX FOR AUTO LENDING

- Daon's pre-built connectors allow for easy integration with the car finance company's IAM systems
- Biometric authentication now offers a simple, secure means for car dealers to authenticate and access internal systems and begin the loan application process for customers
- IdentityX is FIDO certified and offers face, voice, and fingerprint biometrics as well as W3C/FIDO2 for web browser-based authentication
- Satisfies state-level compliance requirements for financial services companies to utilize strong multi-factor authentication
- Allows car dealers to offer expedited customer service and approve car loans more quickly
- Mobile biometric authentication means dealers can meet customers where they are, on the showroom floor or out in the lot
- Daon offers a proven partnership approach to deployment, cooperating with software vendors and systems integrators to facilitate trouble-free rollout of IdentityX

For more information on Daon IdentityX and strong multi-factor authentication for financial services applications, visit www.daon.com