

应对支付安全

Entrust Datacard的见解与产品发展

QUICK LOOK BACK ON A SUCCESSFUL FY15

New Brand. Launched in November with strong, positive reception — customers, prospects, analysts all intrigued by our vision

New Colleagues. Incredible talent working together — innovating and creating new solutions

Expanded Portfolio. Core offerings stronger than ever — highly differentiated solutions emerging based on high-demand use cases for consumers, citizens, enterprises

Record Investment. Accelerating development of key technologies and capabilities

New Headquarters. Ideal space for colleagues, customers and partners to collaborate and innovate — large facility to accommodate company growth

Datacard®

Record Revenues
for Datacard

Entrust

Record Revenues
for Entrust



Entrust Datacard™

Our Combined Selling Family Continues to Win!



Entrust Datacard™

OUR PRIMARY MARKETS



Payments

Global payments market
valued at \$13T



New entrants and technologies evolving
the banking-to payments ecosystem

Primary payment technology
remains the card

16B credit, debit and prepaid cards
in circulation — 6% CAGR



Information Security

Global information security
market valued at \$67B



Compliance & risk remain primary
market drivers

Consumerization and Nexus of Forces
— highly disruptive forces

Disruption creating opportunity —
Entrust Datacard perfectly positioned

ENTRUST DATACARD STRATEGIC APPROACH



Trusted Identities | Secure Transactions

BROADENING OUR OFFERINGS

SOLUTIONS



**Physical &
Logical Access**



**Device & Infrastructure
Security**



Instant Issuance



Authentication



Bureau Solutions



PKI

INVESTMENT

RECORD LEVEL OF INVESTMENT IN FY15

TOP FOUR TRENDS DRIVING THE BANKING EVOLUTION

四大趋势推动银行业的发展

1 Bank Branch Transformation 银行网点转型

Financial institutions are looking for innovative ways to make their branches more relevant and meaningful. 金融机构正在寻找创新的方法使他们的分支机构更相关和有意义。

2 Real-Time Response 实时响应

Consumers do not want to wait for a card to come in the mail either from account opening or emergency card replacement. 消费者在开户或紧急卡片替换时，不再愿意等待卡片通过邮件邮寄过来。

3 Seamless User Experience 一致的用户体验

Consumers want a consistent experience across all channels. 消费者希望所有渠道上获取一致的体验。

4 Increased Security 提升的安全性

Consumers are demanding heightened security with every transaction, every card issued. 消费者要求每笔交易，每张卡片都得到更高级别的安全保护。

This presents an opportunity for banks to elevate the consumer experience
这为银行提供了一个提升消费者体验的机会

INSTANT ISSUANCE — BRANCH PERSPECTIVE

即时发行—分行角度



BEST PRACTICES: PHYSICAL SITE SECURITY

最佳实践: 物理安全

Monitoring and Physical Set Up 监控和物理设置

- Leverage security already in place 利用场地已有的安全设施
- Secured area with CCTV (Closed Circuit TV) monitoring
CCTV (闭路电视) 监控的安全区域
 - Cameras should not capture any customer identification information -- 相机不应该捕捉任何客户的身份信息
 - Entire area is under camera surveillance -- 整个区域均在摄像头的监控下
 - Tapes should be kept for a minimum of 90 days -- 数据应保持至少90天
 - Cameras on 24/7 -- 摄像头应24/7运行
 - Positioned on instant issuance systems 置于即时发行系统上方
- During working hours, cards are in the printer or vault/cabinet...both require dual access to unlock and remove card stock 在工作时间, 卡片应置于打印机或保险柜内...并且需要双重身份验证来进行解锁和进行移除卡库存的操作



REMOTE MONITORING AND MANAGEMENT SOFTWARE

远程监控与管理软件

Remote Monitoring and Management software allows customers the ability to monitor and manage a fleet of distributed issuance devices. Our solution brings automated data-gathering and powerful insights on your entire fleet of devices.



远程监控与管理软件，允许用户监控和管理分布式发卡设备群。我们的方案带来了自动化的数据采集和对设备全面、强大的监控能力。



REMOTE MONITORING AND MANAGEMENT: KEY BENEFITS

远程监控和管理：核心优势

Ease of Automation 易于自动化	Simplified, Single Dashboard 简化、单一指示	Accelerate Problem Resolution 加快问题解决
自动化、智能的数据采集从繁琐的电话或邮件中解放客户经理，数据并会自动在工作开始前准备就绪	所有必不可少的数据显示在一个基于页面的指示板上，不仅可以给你设备群反映快照，同样可以挖掘每台设备的数据	更快的问题诊断，缩短故障期，降低操作成本，缩短现场服务时间，使效率最大化
Operationally Efficient 高效操作	Improved Security 安全性提升	Evolving Platform 平台演化
连接其他DC服务和产品可提高效率并节省成本，从自动化耗材补充到开发服务合同，均可通过自动化调用连接已定义错误代码	每台设备的实时状态的详细展现可见的安全性让你放心	不间断的功能演化，驱动现实用户案例和用户反馈。远程监控和管理软件将助你业务增长

远程监控和管理：关键控制程序

- Dashboard-level visibility of device status, supply status, hopper status
设备状态、耗材状态、卡槽状态可见
- Update device firmware, certifications and settings.
更新升级设备固件、证书和设置
- Update one-to-one, by category, or globally across your fleet.
通过分类，对你的全球设备进行一对一的更新和升级
- Device error management
设备错误管理
- Monitor supply consumption and automate replenishment with First Line Supply Management tools.
监控耗材的消费使用并自动填充给一线耗材管理工具
- Device self diagnostic and automated service request
设备自我诊断及自动化服务请求
- Logs and reports
日志和报表
- Predefined and custom notifications
预定于和自定义用户通知

WIDE RANGE OF CERTIFICATES AND SERVICES

SSL Certificates & Website Security

OV SSL Certificates

- Standard
- Advantage
- Wildcard
- UC Multi-Domain
- Private SSL

OV Certificates include Intel AMT support for Vpro

EV SSL Certificates

- EV Multi-Domain

Entrust/Sitelock

- Website Security bundles

Signing Certificates

Code Signing

- Authenticode
- VB & Macros
- Java & Adobe AIR
- Kernel Mode Signing

Adobe CDS

- Individual
- Group
- Enterprise Lite & Pro

User Certificates

Secure Email

- Personal
- Enterprise

Device Certificates

- Mobile Device Certificates

Entrust Certificate Discovery and Management

PROBLEM ENVIRONMENT

Business Disruption

- ✓ Slow website performance
- ✓ Improperly installed certificates
- ✓ Expired certificates
- ✓ Misconfigured server
- ✓ User security warnings

Threats

- ✓ FREAK
- ✓ SuperFish
- ✓ POODLE
- ✓ Heartbleed
- ✓ BEAST
- ✓ CRIME
- ✓ Lucky Thirteen

Evolving Technology

- ✓ SHA1→SHA2
- ✓ OCSP Stapling
- ✓ CAA
- ✓ CT
- ✓ TLS 1.2
- ✓ ECC
- ✓ HTTP/2

Compliance

- ✓ PCI
- ✓ HIPAA
- ✓ SHA1→SHA2
- ✓ Security Policy
- ✓ SSL3 deprecation

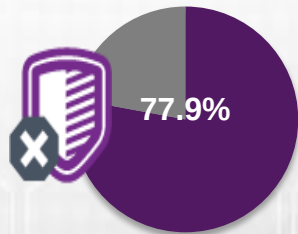
Resource Constraints

- ✓ Do more with less
- ✓ Consolidate vendors
- ✓ Implementation costs
- ✓ De-focused staff
- ✓ Limited training
- ✓ Rapid deployment

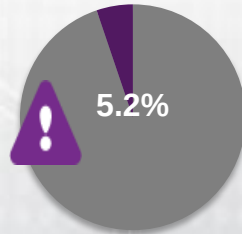
Brand Damage

- ✓ Site outage/performance
- ✓ Data breach
- ✓ SPAM blacklist
- ✓ Search engine blacklist
- ✓ Malicious impersonation

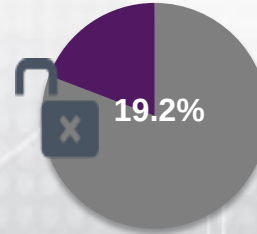
THESE PROBLEMS ARE PERVASIVE



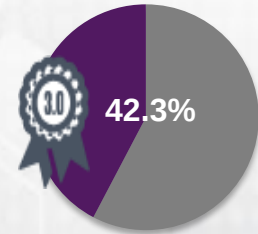
77.9% of sites
are HTTP



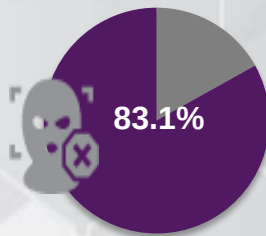
5.2% have an
incomplete chain



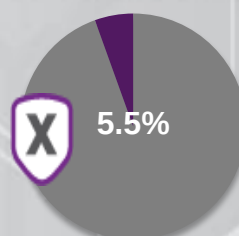
19.2% support
weak/insecure
cipher suites



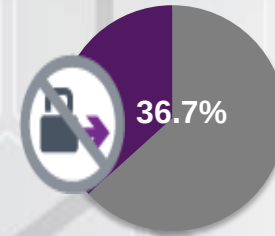
42.3% support
SSL 3.0



83.1% vulnerable
to BEAST attack



5.5% vulnerable to
CRIME attack



36.7% do not support
Forward Secrecy

A LEADER IN SSL!

FROST & SULLIVAN

BEST PRACTICES RESEARCH

Best Practice Award Analysis for Entrust

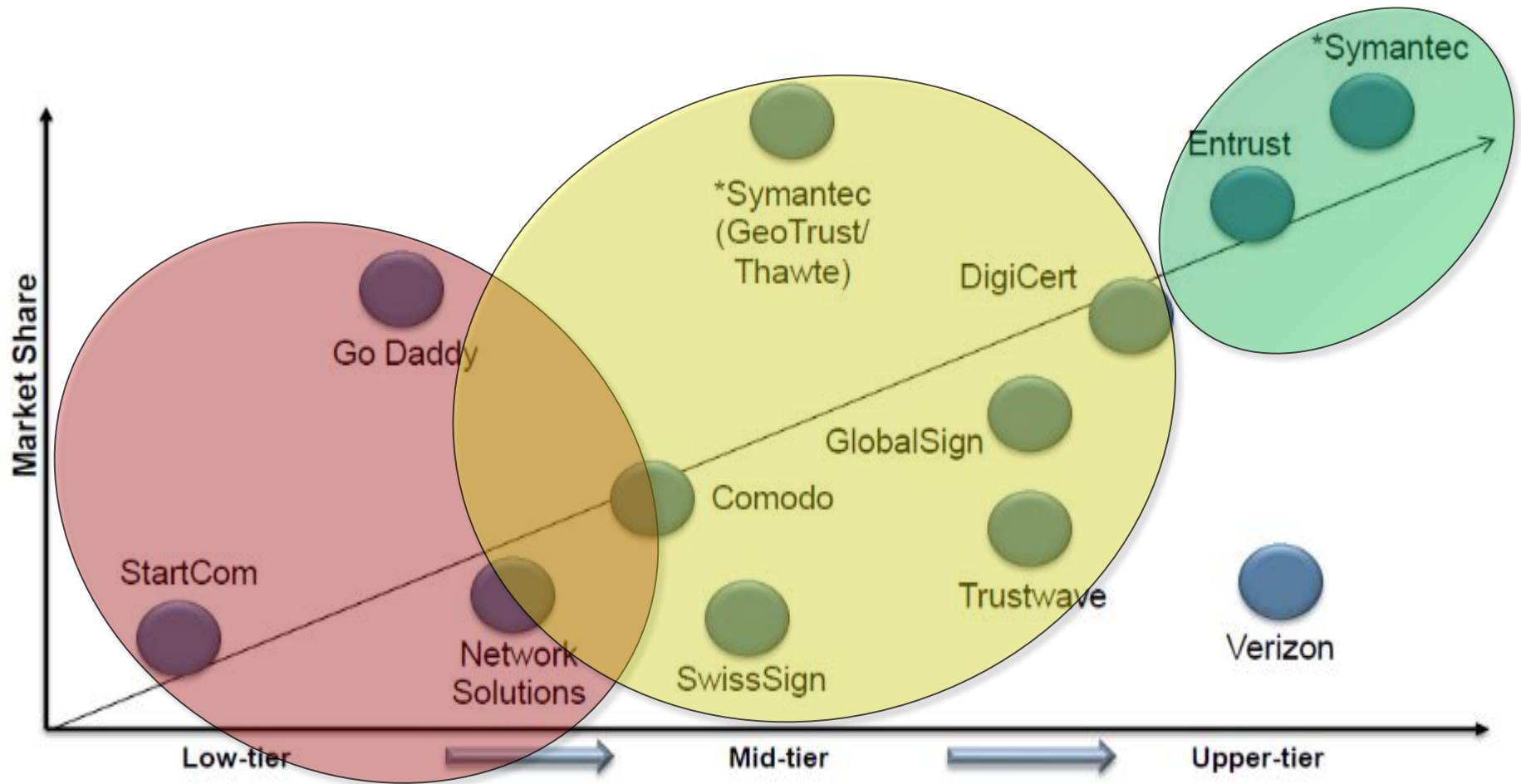
The Decision Support Matrix, shown in Figure 4, illustrates the relative importance of each criterion for the Product Leadership of the Year Award and the ratings for each company under evaluation. To protect the interests of the award recipient's competitors, we have chosen to refer to them as Competitor 1 and Competitor 2.

Figure 4: Decision Support Matrix for Product Leadership Award

Measurement of 1-10 (1 = lowest; 10 = highest)	Award Criteria					Weighted Rating
	Features/Functionality	Innovative Element of the Product	Product Acceptance in the Marketplace	Provides Customer Value Enhancements	Product Quality	
Relative Weight (%)	20%	20%	20%	20%	20%	100%
Entrust	10	10	10	10	10	10.00
Competitor 1	9	9	10	9	9	9.20
Competitor 2	8	7	9	9	9	8.40

ENTRUST SSL – HOW WE STACK UP

Competitor Breakdown by Tier Level
Total SSL Certificate Market: Global, 2011



Source: Frost & Sullivan analysis.

**TALK TO US ABOUT
BEST PRACTICES IN THIS INDUSTRY AND
OUR SOLUTIONS**

THANK YOU