

CUSTOMER AUTHENTICATION CASE STUDY

# Top 50 International Retailer

## CONTEXT

As one of the largest retail organizations in the world, the customer is a frequent target for adversaries. The organization sees an average volume of 5,000,000 - 9,000,000 authentications daily depending on seasonal peaks.

## CHALLENGE

**The customer had three core challenges:**

1. Risk of account takeover fraud damaging brand reputation
2. Authentication friction causes checkout drop-offs
3. Authentication friction increases guest checkouts impeding effective long-term customer loyalty

## SOLUTION

Beyond Identity delivers a single-device passwordless MFA that eliminates both authentication friction and account takeovers. The secure passwordless experience is simple to deploy and allows for customization while ensuring a consistent user experience across any device.

## IMPACT

Beyond Identity's passwordless experience is, at minimum, **40% faster than password logins**. Additionally, Beyond Identity's authentication is phishing-resistant resulting in zero account takeover incidents.

