



## Savvy Banks Are Protecting More Than Account Numbers

*Total protection of clients' privacy is critical for protecting a bank's reputation*

During the past few years, the international banking and credit card industry has seen threats from identity theft increase dramatically. No longer is it sufficient to protect account numbers and access codes from theft. In today's age of electronic thievery, protecting the client's privacy (names, social security numbers, birth dates, etc...) has become just as important as protecting account numbers.

*Here is a story of how Prime Factors worked with one bank to increase their level of data security.*

### The Challenge

The Bank\* is one of the world's largest issuers of credit cards. During typical day-to-day activities, they deliver significant amounts of customer data to outside vendors who assist the bank with such things as the creation of direct mail pieces, the processing of credit card access checks and the management of credit card points programs. The secure transmission of the Bank's customer information through these processes is critical.

"In years past, our only focus was to protect account numbers," says an Audit Director with the Bank. "But we realized that in this day and age, that just isn't enough. Now, we are moving toward protecting all of our customer information. We have got to stay ahead of the curve and to ensure that our systems meet the highest standard in privacy requirements."

To accomplish this, the Bank needed a security solution with strong algorithms that would not only run on their internal mainframes, but would also run on the variety of platforms and systems used by their trading partners. "We wanted a turn-key solution that we could hand off to our vendors making it sim-

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**Function:** Customer Privacy

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**Industry:** Financial

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**Platform:** Mainframe, Mid-range, and PC

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ple and easy for them to interact with us, yet provided total information security," said the Audit Director.

### The Solution

After careful evaluation of a variety of security products, the Bank approached Prime Factors to discuss the use of PsypherEDI™, one component of the Psypher Security Suite of modules designed to protect file transfers, including X12 and EDIFACT business transactions. PsypherEDI provides a proprietary security envelope for transaction files of any format. When both the sender and receiver use the product, PsypherEDI can protect any type of sensitive business transaction file.

Additionally, PsypherEDI is able to run on a mainframe as well as on AS/400, HP9000, Sun, RS/6000, and PC platforms. Other products the Bank examined either lacked cross platform capabilities or were more of a toolkit rather than a turnkey solution.

During the product trial period, the Bank requested that Prime Factors alter PsypherEDI. "[The Bank] worked with the product and evaluated it against their business needs," says Pat Walker, VP of Operations for Prime Factors. "They were very pleased with the product's performance, but were hoping we could help them modify it to better serve their specific purpose." Prime Factors was able to incorporate the Bank's suggestions into the PsypherEDI product, and still during the trial period, the Bank received the updated version.

"They were very responsive to our needs and suggestions," says the Audit Director. "PsypherEDI is going to provide interfacing to IBM's cryptographic

unit, an important enhancement for the mainframe environment. This is just another example of how the Prime Factors team stays abreast of the latest in technological improvements.”

Another very important factor for the Bank was the structure of the software licensing agreement. “We needed licensing that would allow us to issue copies to our vendors. We did not want them to have to pay for it,” says the Audit Director.

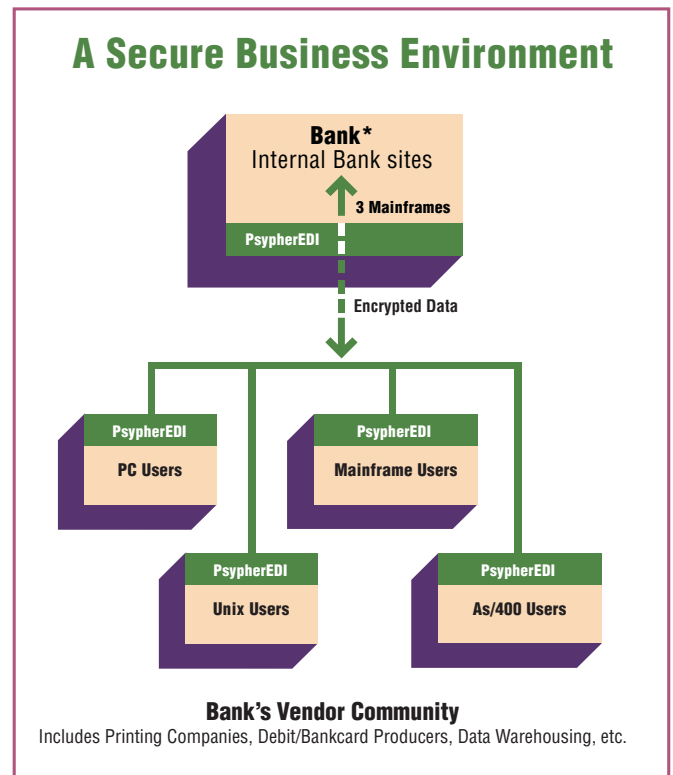
Prime Factors came through again with a workable solution, providing three licenses for the Bank’s internal mainframes as well as an unlimited license for use with their many trading partners.

### Summary

After a reasonable trial period, the Bank made the decision to purchase PsypherEDI. “Every year there are increased regulatory requirements mandating [the protection of consumer privacy],” says the Audit Director. “The entire banking industry is changing. Stronger laws exist today, and more are coming. Identity theft is growing and everybody’s jumping on the privacy bandwagon – as they should be. Banks,

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“The entire banking industry is changing.”*

regulators, privacy advocates, even congress is concerned about consumer privacy. But at [our bank], we’re not waiting for new laws. We want to do the right thing now to protect our customers, and, in the end, protect our reputation.”



\*This current Prime Factors client granted us permission to tell their story but asked that their identity and their specific security issues remain confidential. We of course honored their request. Contact Prime Factors about talking directly to the Audit Director mentioned above.



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