



### Benefits

- Enable retail customers, partners and employees to securely access confidential bank accounts
- Increase customer confidence and gain a competitive edge over other banks
- SafeWord authenticators are easy to install and deploy, and had the lowest Total Cost of Ownership (TCO)
- SafeWord authenticators are compact, easy to use and easy to carry around
- Banamex customized tokens strengthen corporate brand and reputation

Banamex uses SafeNet two-factor authentication to protect their banking customers

### Background

Banco Nacional de Mexico (Banamex), founded in 1884, is the main commercial bank in Mexico in terms of equity and earnings. The Bank has an extensive distribution network of over 1,400 branches and 4,900 ATM's located throughout the country. Banamex has pursued an aggressive online banking strategy, and uses SafeNet SafeWord 2008 strong authentication for its BancaNet and BancaNet Empresarial on-line banking services. Business Problem and Customer Need Banamex offers progressive online banking services to its customers. In order to protect confidential financial information and protect the identity of customers, Banamex faced the following challenges:

- Eliminate the vulnerabilities associated with passwords: the fact that passwords can be easily stolen, hacked or lost severely reduces their effectiveness in validating the true identity of customers logging on to online banking services. In addition, password maintenance leads to high support and help desk costs.
- Secure Banamex's online banking operations: Banamex's number one priority was to protect the confidentiality of sensitive financial information and protect the identities of retail customers, business partners and employees.
- Ensure convenience and ease of use: Since most users of any proposed authentication solution would be Banamex customers, the bank needed to provide an easy to use, straightforward and highly portable solution that could be easily deployed and distributed to thousands of customers.

### The Solution: SafeWord OTP Strong Authentication Tokens

To date, Banamex has deployed more than 1 million SafeWord One-time Password (OTP) two-factor authentication tokens to its customers, employees and business partners. When customers log on to Banamex online banking portals, they use their SafeWord tokens to generate a unique one-time password. Only with this unique password can they access their online accounts. Banamex chose SafeWord because:

- SafeWord (SafeNet) worked very closely with the bank to provide a solution that was specifically tailored to Banamex's needs
- SafeWord OTP tokens are easy to install and deploy, and had the lowest TCO
- SafeWord OTP tokens do not expire

*“We are committed to providing superior on-line banking services and protecting our customers with leading-edge security technology like NetKey Banamex (SafeWord)... SafeNet has proven to be a valuable strategic partner and has demonstrated its ability to execute large-scale, complex banking implementations.”*

Mr. Marcelo Scaglia,  
Executive Vice President  
of Banamex

## Solution Benefits

- SafeWord authenticators allow retail customers, partners and employees to securely access confidential bank accounts and the bank's online applications
- Banamex has been able to increase customer confidence and gain a competitive edge over other banks, thereby attracting new customers, and reducing churn
- SafeWord authenticators are easy to install and deploy, and had the lowest Total Cost of Ownership (TCO) compared to other solutions that were assessed
- SafeWord authenticators are compact, easy to use and easy to carry around, and thus, are ideal for B2C environments like Banamex online banking
- SafeWord tokens deployed by Banamex have been customized and promoted as an internal Banamex Netkey security solution, enhancing the Banamex brand and strengthening its reputation as a pioneer in online banking

## About SafeNet

Founded in 1983, SafeNet is a global leader in information security. SafeNet protects its customers' most valuable assets, including identities, transactions, communications, data and software licensing, throughout the data lifecycle. More than 25,000 customers across both commercial enterprises and government agencies and in over 100 countries trust their information security needs to SafeNet.

## About Grupo Financiero Banamex Financial Group

Grupo Financiero Banamex Financial Group is the leading financial group in Mexico. By following a universal banking strategy, the Group offers a great variety of financial services to corporations and individuals, including commercial and investment banking, insurance, and investment management. Banamex, founded in 1884, has an extensive distribution network of almost 1,700 branches, 6,800 ATMs, and more than 4,000 correspondents located in the entire country. For further information, visit [www.banamex.com](http://www.banamex.com).

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