

Barclays Digital Banking

Barclays wants to inspire confidence for its customers in its online banking and is not afraid to highlight to customers the risks of using the internet without adequate protection. Barclays treats its duty of care to its customers as its highest priority. It has two and a half million banking customers who enjoy the convenience and economies of managing their finances online.

However, Barclays and its customers can only share the benefits of online banking if the bank protects its customers every bit as vigilantly as it secures its own vaults. As a result, Barclays has reached an agreement with Kaspersky Lab to offer all Barclays online banking customers Kaspersky® Internet Security (3 User, 1 year licence which normally retails at £49.99) free of charge. Barclays customers embraced the offer and 40,000 online banking customers subscribed within 4 months of going live.

The Aim

Barclays has been a standard bearer for digital banking. It has two and a half million customers who enjoy the convenience of online banking. As part of its mission to provide the ultimate protection, it created a two-factor authentication service, PINsentry, which was designed to offer clients the reassurance that they had the highest levels of security. Although the service was only launched in 2007, already over one million clients now enjoy the protection that PINsentry readers give them against phishing attacks and fraudsters.

Having blocked these potential threats, Barclays then moved to reinforce its pre-emptive security defences further, by marshalling comprehensive IT security defences available from Kaspersky Lab.

The Solution

Barclays offered Kaspersky® Internet Security to all of its online banking customers.

This licence can also be renewed free of charge for the second year. Although the award winning Kaspersky® Internet Security software normally retails at £49.99 for an annual subscription, Barclays allowed its customers to download the software free of charge from its online banking web site.

Barclays has signed a two-year agreement with Kaspersky Lab to provide Kaspersky® Internet Security that will be worth approx £100 to its customers. Barclays will also allow customers to download the software on up to three personal computers for each licence so that customers can protect all their household computers.

Barclays enjoys two important returns on its investment in this deal. Firstly, it helps Barclays to comply with its mission to provide the ultimate duty of care to its clients. Secondly, it provides Barclays with one of the best online banking offerings on the market, attracting further customers, re-engaging dormant customers and switching customers from high street to online banking.

The Results

Barclays has more than 11 million current account customers who are now eligible to enjoy the reassurance of the highest possible levels of security. This includes over 1.5 million customers who are using two factor authentication – which protects against phishing attacks and fraud – over 3 million customers already registered for online banking in the confidence that their

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Aim:

To comply with Barclays' mission to offer the utmost duty of care to its customers and to give end users comprehensive protection against Internet fraud, online ID theft and data

No. of Users:

Over 3,000,000 potential users

Solution:

Kaspersky® Internet Security

Barclays Digital Banking

personal data and their money, have the fullest protection.

“Despite stiff competition we are delighted to have been selected by Barclays to provide complete protection to its online banking customers, says Simon Geach, Consumer Sales Director with Kaspersky Lab UK. “This recognises the strength of Kaspersky Lab as a solution, as we continue to provide consistently better detection responses to new threats and free telephone technical support, and is today the fastest growing security software vendor. We look forward to building a strong, and most importantly, secure relationship with Barclays and its customers.”

“As internet fraudsters become more sophisticated, it is important that customers protect their computers from all threats. By partnering with Kaspersky Lab we believe Barclays’ online customers will have one of the best security packages available. In addition, the steps we have taken to educate online banking users concerning the need for protection will go some way to supporting the ongoing battle against cybercrime,” commented Sean Gilchrist, Director of Digital Banking for Barclays.