



SBA selects PlainPay for more secure access to internet banking

PlainPay has been selected by SBA (Servizi Associati Bancari), a leading group in the provision of banking support services and a strategic partner for its member banks, as its new security tool for authenticating access to its "Bancaincasa" Internet Banking service.

Thanks to Auriga's new mobile application, SBA's over 110,000 Internet Banking users now have the possibility of activating this strong authentication tool, by following a quick and simple guided procedure to download the app on a smartphone and activate the service directly from their internet banking workstation.

One of the problems that is most felt by banks and users is the fear of falling victim of fraud which is becoming more sophisticated by the day, and this determines the need to develop ever more innovative, secure and dependable technology such as PlainPay.

A smartphone multitasking app that, in addition to mobile payment and ATM withdrawal without using a card, includes the Internet Banking strong authentication tool that guarantees a high level of protection against network risks practically eliminating the risk of fraud or identity theft.

Each time you need to access Internet Banking on your workstation, all you need to do is to run Plainpay on your smartphone, capture the one shot QR Code that is on display and confirm access with your PIN which you can modify at any time using the app or from the private area of the portal.

PlainPay has been designed to run on the main smartphone operating systems and is already available for iPhone and Android users. It is a tool that can substitute or function alongside other security systems that are currently available on the market providing a more economical and practical solution.

PlainPay is therefore a more versatile and complete app than any of the other applications currently available on the market that only perform payments, as it can transform your smartphone into a convenient and cheap multifunctional tool that can be used for payments, withdrawing cash and Internet Banking authentication without the need for any additional hardware.

Mobile services such as mobile banking, mobile payment, mobile marketing and now even mobile security are a fast growing phenomenon in Italy. This is due to the growing technological development of smartphones, the availability of fast and affordable internet connections and the high propensity of the Italian consumer to use a smartphone for every conceivable activity in everyday life. Indeed, there are more than 20 million Italian smartphone users who probably use their phone to browse the internet, to perform operations on their bank accounts, to keep in touch with friends or to listen to music. The number of smartphone users in Italy is constantly growing, registering an increase of 52% in 2011 over the previous year (source: Nielsen, 2011).

Relying on its twenty years of experience in payment systems and virtual banking, Auriga has decided to invest in PlainPay, the innovative application for mobile services, and confirm its vocation to develop products that are perfectly aligned with rapidly changing market trends.