



**MOBILE BANKING
MADE SECURE**

KASPERSKY 

ANZEN SOLUTIONS IS AN INFORMATION TECHNOLOGY BUSINESS BASED IN MEXICO CITY.

Founded in 2007, Anzen is renowned for innovation, developing online and mobile banking solutions that are now in widespread use, bringing unlimited, convenient multichannel access to services for bank customers – while helping banks themselves to win new customers, increase customer satisfaction and reduce costs.

Anzen's 'a-banking' multichannel platform is used by 13 of the top 20 banks in Mexico.

Challenge

Banking is big business in Mexico with some of the largest banks in the world operating in the country, predominantly through the acquisition of controlling interests in domestic institutions.

Yet just 21% of Mexican citizens have a bank account, attributed to a number of historical factors, such as low incomes, the relatively high level of fees and charges levied by the banks and an inadequate branch network.

But recent investment in banking infrastructure, replacing legacy systems with technology and new products and services, has moved Mexico to the forefront of the internet banking revolution in Latin America. The use of the internet, across multiple channels, is opening up great opportunities for ordinary citizens and small businesses to access banking services for the first time, on terms that they can afford.



IT & TELECOMS

- *Founded 2007*
- *Headquartered in Mexico City*



"It's hard to overestimate the value of the Kaspersky brand here in Mexico. Their contribution to a-banking is not only about the quality of their technology, but our partnership provides an added level of trust and confidence."

Danny Weber Fonseca, CEO, Anzen

Ensuring the security and confidentiality of all customer and corporate data is vital for the reputation and successful operation of all banks, but according to Kaspersky Lab's research, the highest number of attempts, in the world, to launch malware capable of stealing money from bank accounts took place in the Latin American region in 2014.

Anzen's ground breaking multi-channel 'a-banking platform', which is customisable to each bank's individual needs, brings all of a customer's banking needs to their fingertips, from viewing and accessing accounts, paying bills and making purchases. Alongside technical excellence and a robust, easy-to-use interface, data security is a must.

For Anzen Solutions' CEO, Danny Weber Fonseca, ensuring that his 'a-banking platform' met stringent security standards became a passion. "The banking regulator in Mexico has made security a major priority for the sector. For Anzen, when we are working with many of the largest banks in the country – and some of the largest in the world, absolute security is non-negotiable."

The Kaspersky solution

Anzen decided to complement its own security provisions within 'a-banking' by seeking an IT security partner of global standing.

"We are always looking for the best on the market," says Danny Weber Fonseca, who holds a Masters Degree in Artificial Intelligence. "The Kaspersky brand is already very strong in Mexico, not least for its antivirus products – most of the banking community here are already using Kaspersky.

"Then when we heard that Kaspersky had launched its own fraud prevention platform, with a focus on the financial services sector, this looked like the perfect combination for us.



SECURE

Protecting Anzen's clients and their customers from cyber criminals and fraudsters



COST

Preventing cyber criminals from accessing customer and corporate data is preventing theft



MOBILE

The a-banking platform allows customers to access their accounts safely while on the go



FLEXIBLE

Robust and flexible platform that can be easily configured to suit any bank's requirements

268

Employees

15M

banking transactions
supported daily

"And so it has proved. The relationship with the Kaspersky team here in Mexico is very strong and our teams have worked really well together. We were given very early access to the Kaspersky platform, which is clearly well designed and could be easily and smoothly integrated into a-banking, producing an even better product."

The Kaspersky Fraud Prevention platform delivers comprehensive multi-layered security for both online and mobile banking, using unique technology to enhance existing security solutions with an extra layer of defence where it is needed most – the customer endpoint. The result is a robust, reliable and stable solution that resists malware attacks and phishing, blocks attempts to steal user credentials and confidential information, and protects both users, banks and third parties such as retailers and other businesses.

Kaspersky brand brings trust and confidence

"It's hard to overestimate the value of the Kaspersky brand here in Mexico," explains Danny Weber Fonseca. "Their contribution to 'a-banking' is not only about the quality of their technology, but our partnership provides an added level of trust and confidence in us amongst our clients, the banking community and the wider marketplace.

"For some, companies like ours are relatively unknown. Everyone knows and respects Kaspersky. And they have helped us with our commercial model too by sharing their ideas and their technology, for example by helping to reduce the size of the a-banking download, making it easier for customers to choose a-banking. Kaspersky Fraud Prevention SDK offers the broadest range of functionalities today, and at the same time it is supported by a strong Kaspersky vision for innovation, which makes us confident to invest in the technology considering our present and future needs.

"There are now more than 600,000 users of a-banking in Mexico, a number that is rising all the time, and we estimate that the platform is supporting more than 15,000,000 banking transactions each and every day.

"And with Kaspersky on board we are also looking at new markets for a-banking in both Latin America, the United States and Europe."



**MOST TESTED.
MOST AWARDED.
MOST PROTECTIVE:**

kaspersky.com/top3

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