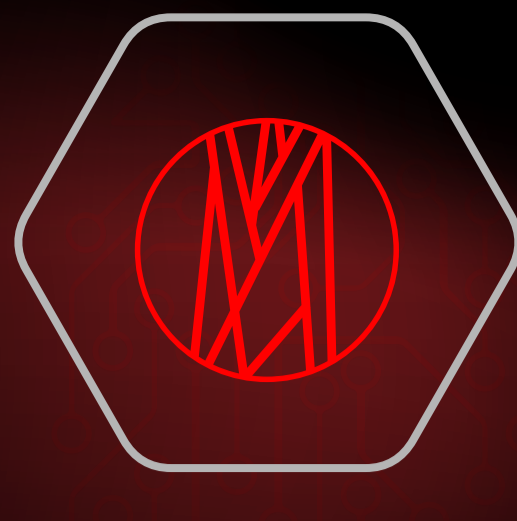


# SOCIAL MEDIA BANKING



VEINID



Social media sites are **important tools for providers** of products and services. Major organisations now see social media as the **key personal marketing tool**.

In the banking industry, real **interaction with customers is a necessity**. Social media channels allow them to connect and reach out to far **more existing and potential customers**.



Customers have **almost forced this requirement** through their own enthusiasm. The banks need to not just have a presence in social media but to **engage and understand customer's behaviour**.

The ability to then complete transactions through either online **banking apps or social media sites** themselves (e.g. a Facebook funds transfer) means that the **whole process can be very unsafe**.

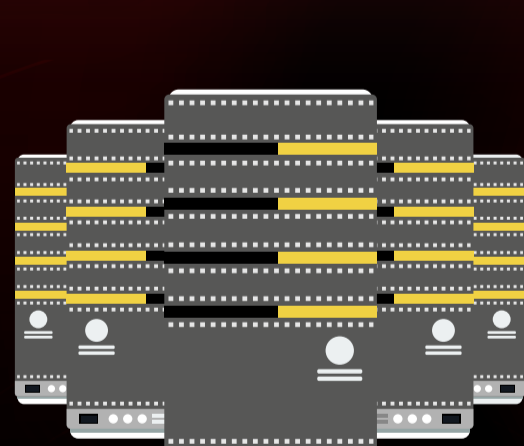


These approaches lead of course to **new challenges for both parties** in any ensuing transactions. Can consumers be sure the mobile platforms they are using are **kept safe from cybersecurity issues**?



Through **years of experience** of working with some of the largest banks on the planet, Hitachi has an intimate **understanding of the banking systems and security landscape**.

Our **world class cybersecurity solutions** are used by many banks to **protect the online channels** including mobile devices from would-be threats.



We do this not just by **keeping the mobile device safe** when a consumer is using a bank's transactional services but also by protecting the bank's **web servers and internal systems** from external threats.

Our privacy compliant VeinID biometric solutions are **used by leading banks**, including in the mobile channel to **authenticate users and to ensure identity**.



**VeinID** means that both **customers and providers** can be sure that important transactions **cannot be compromised**.

For further information on how these tools can be deployed to enable secure social media banking, please contact us via **Banking.Solutions@hitachi-eu.com**