



# BankFirst

## Arcot Helps Marshall BankFirst Secure Online Transactions for Merchants, Cardholders

### Challenge

- Prevent online card fraud in the more than 100 MasterCard branded prepaid card programs it offers to merchants
- Provide an added layer of security to protect both merchants and cardholders

### Solution

BankFirst chose Arcot TransFort™ for Issuers as it is fully compliant with MasterCard SecureCode as well as the Verified by Visa™ and JCB J/Secure™ online cardholder authentication programs.

### Result

Arcot gave BankFirst an end-to-end solution that brings the same level of security to Internet shopping as is available in the physical world. It authenticates online purchases with prepaid cards using only a customer-selected password, without requiring end users to alter their behavior by downloading software or carrying a hardware token to verify their identity.

### SUCCESS STORY



“We went on ‘cruise control’ once we had it in place. All we have to do is register new client BIN numbers as we bring them in and that’s about it. It’s been a very good experience with Arcot.”

**Gene Farley, Risk Compliance Manager, BankFirst**

Marshall BankFirst Corp., a \$700 million bank holding company headquartered in Minneapolis, Minn., was created through the January 2005 merger of Marshall Bank, N.A. of Minneapolis, Minn., and BankFirst of Sioux Falls, S.D. It has commercial loan originators in major markets around the country, including Atlanta, Chicago, Los Angeles and New York.

### Problem

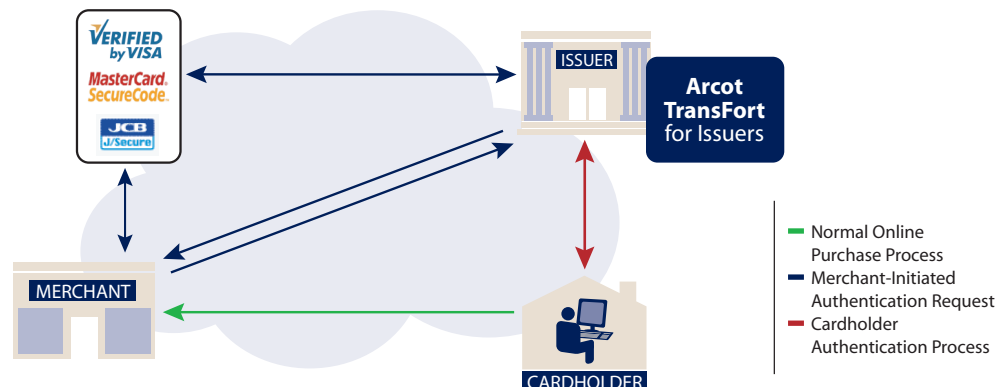
BankFirst, nationally recognized as one of the largest issuers of prepaid cards in the country, needed a way to prevent online card fraud in the more than 100 MasterCard-branded prepaid card programs it offers to merchants. They wanted to provide an added layer of security to protect both the merchants and the cardholders. BankFirst issues prepaid cards for many of the Fortune 500 companies in the United States.

### Solution

BankFirst decided to use the MasterCard® SecureCode™ authentication program to protect its prepaid card users when paying online. This program is designed to bring the same level of security to Internet shopping as is available in the physical world by confirming to participating e-merchants that the online buyer is the actual cardholder.

In 2005, BankFirst chose Arcot TransFort™ for Issuers as its hosted system solution. TransFort is an Access Control Server (ACS) that is fully compliant with MasterCard SecureCode as well as the Verified by Visa™ and JCB J/Secure™ online cardholder authentication programs. Arcot, a leading provider of secure e-payment and authentication solutions, co-developed with Visa the 3-D Secure standard that is the technology foundation of these programs.

### CARDHOLDER AUTHENTICATION FOR ONLINE PURCHASES





Arcot TransFort for Issuers provided them with a flexible and configurable deployment as well as simple management, administration, reporting, branding and enrollment.

**Implementation**

Officials at BankFirst found the implementation of Arcot TransFort to be a seamless process, and the Arcot team to be very responsive to their needs.

“Arcot hand-held us all way through, and took care of all our information – we just had to gather it,” said Gene Farley, who was the risk compliance manager for BankFirst at the time and led the program implementation. “They worked directly with MasterCard on our behalf, and kept us informed every step of the way. We still received periodic check-in calls once the system was up and running.”

BankFirst found that Arcot TransFort for Issuers provided them with a flexible and configurable deployment as well as simple management, administration, reporting, branding and enrollment.

“We went on ‘cruise control’ once we had it in place,” said Farley. “All we have to do is register new client BIN numbers as we bring them in and that’s about it. It’s been a very good experience with Arcot.”

**Benefits**

BankFirst customers like the fact that Arcot TransFort reduces the incidence of customer charge-backs for fraudulent transactions. TransFort reduces costs while increasing the level of customer satisfaction by preventing would-be cyber thieves from accessing prepaid card accounts. “When a customer is enrolled in SecureCode, they’re more confident when it comes to challenging fraudulent charge-back claims,” Farley said. “They’ve been very happy with the service.”

Taking advantage of the hosted authentication service offered by Arcot has also been a huge plus for BankFirst. This gives them the advantages of increased security and reduced fraud in online transactions, without having to manage hardware and IT resources. The service is hosted out of a SAS 70-certified, financial institution-grade secure data center with full system backup and built-in redundancy for high availability.

BankFirst also found that the authentication and verification process greatly increased the security of online transactions, without affecting the user experience of legitimate customers.

**Conclusion**

Arcot TransFort for Issuers gave BankFirst an end-to-end solution for MasterCard SecureCode that brings the same level of security to Internet shopping as is available in the physical world. It authenticates online purchases with prepaid cards using only a customer-selected password, without requiring end users to alter their behavior by downloading software or carrying a hardware token to verify their identity.

BankFirst also benefited from an increase in customer satisfaction due to a reduction in charge-backs from fraudulent transactions, and from a responsive and professional Arcot professional services team that made the implementation process extremely smooth.

[www.bankfirstsvs.com](http://www.bankfirstsvs.com)

**About Arcot Systems**

Arcot Systems provides risk-based authentication, strong authentication, digital signing, and cardholder authentication solutions. Arcot makes online transactions safe for millions of customers by blocking fraud and protecting access. Its 100% software solutions eliminate the need for expensive hardware and complex login processes. Arcot provides users with strong, PKI-based authentication with the simplicity of a password.

For more information, please visit [www.Arcot.com](http://www.Arcot.com), or contact your nearest sales office:

**Corporate Headquarters, U.S.**  
Arcot Systems, Inc.  
Ph: +1 408 969 6100

**United Kingdom**  
Arcot International  
Ph: +44 118 965 7998

**Germany**  
Arcot Deutschland GmbH  
Ph: +49 8157 997793



[www.arcot.com](http://www.arcot.com)

Copyright © 2007 Arcot Systems, Inc. All rights reserved. Arcot, Arcot WebFort and ArcotID are registered trademarks of Arcot Systems, Inc. All other trademarks are the property of Arcot Systems, Inc. or their respective owners.