

Online Banking: Expanding the Channel with Convenience and Security

One of the biggest questions this year in the online banking realm is the impact of multi-factor authentication on consumers and financial institutions. Online bankers are concerned about security and should welcome the extra layer of protection, but for financial institutions the FFIEC guidelines are somewhat ambiguous. Plus there are not many major players in the authentication market, so it may be difficult for financial institutions to choose a robust, but easy to implement and use, solution and then install it in a timely manner. At Hewlett-Packard, we have partnered with Corillian to offer our clients a complete and powerful authentication and fraud prevention platform.

Bill presentment is also a big issue this year as billers become more aggressive in their approach to win over consumers with direct pay. They want direct contact with their customers and the opportunity to market to them via the online channel. That is why credit unions need to step up their efforts to be the main portal for members to pay all of their bills, and not let individual billers gain a foothold in bill payment or presentment.

With the tremendous growth of the online channel and the increased need for security, management concerns come to the forefront for IT and Audit/Compliance Departments. That is where HP Open View can help credit unions with network services management, consolidated event and performance management, and application management. We have close ties to many third party developers and this tight integration allows IT personnel to closely manage and monitor the online channel.



To be successful in today's competitive marketplace, credit unions must focus on their members, not their internal operations. All too often, the online channel is a separate silo from other channels such as the branch, call center, ATM, or IVR. To address this problem, we have been working hard on our Open Bank initiative. Open Bank is both core system and channel independent – it is a platform that allows financial institutions to seamlessly tie disparate systems together and put an architecture in place that is customer focused, not product oriented. For financial institutions that want to consolidate multi-channel systems and applications, while reducing infrastructure costs, Open Bank is an excellent choice.



Charles Gowin is the Retail Banking Segment Manager for Hewlett-Packard's North America Financial Markets Group. HP is a leading provider of products, technologies, solutions and services to consumers and business. The company's offerings span IT infrastructure, personal computing and access devices, global services, and imaging and printing. HP serves more than one billion customers in more than 170 countries on six continents and has approximately 150,000 employees worldwide. HP dedicates \$3.5 billion annually to its research and development of products, solutions and new technologies and its 2006 Fortune 500 ranking: No. 11.