

## Delivering managed identity solutions to a BACS member bank



**When a bank needs a smartcard-based service – where time and money are no object – they build it themselves. When they need one that is up and running in three months, they come to us.**

### **The problem**

As a member of BACS, this bank needed to provide its customers with smartcard-based digital certificates – so they could access the new internet-based BACS IP payment service.

### **The solution**

A white label Public Key Infrastructure (PKI) service from The Royal Bank of Scotland's TrustAssured service allowed the bank to deliver the authentication services its customers needed, under its own branding.

### **A significant challenge**

The BACS automated clearing house has provided payment-processing services to UK companies and banks, for over 20 years. It now handles 3.7 billion transactions every year. Around 40,000 companies submit data directly and a further 60,000 companies make use of bureau services.

In 2003, BACS Limited upgraded the automated clearing house technology. This delivered improved audit trails, a more interactive customer experience and access to online reports.

The result was a more scalable and robust service, secured by a PKI infrastructure.

Once the new infrastructure went live in March 2003, customers had until December 2005 to make the switch away from the legacy BACS system.



For this bank – and other financial institutions which allow business customers to submit information to BACS – the switch in technology posed a significant challenge. By December 2005, all customers needed smartcard-based digital certificates in order to access the new IP based BACS service.

#### **The obvious choice**

The bank had three options. Develop a dedicated infrastructure in-house, implement a shared infrastructure with other partners, or use our white label service – which is what they chose to do.

The TrustAssured white label solution was implemented more cost-effectively, faster and with far less risk and effort than the bank's other options. Better still, the end-to-end nature of the TrustAssured service provided a complete solution, without the headache of outsourcing components from multiple suppliers.

#### **An outsource partner with a proven track record**

The bank had been considering a PKI service for some time. However, the Payments Strategy and Solutions Manager didn't think there was a strong enough business case to develop one on its own, or with an outsource partner. The changes at BACS provided the impetus needed to introduce PKI to support an initial application.

*'We refreshed our figures for developing a service in-house and for working with outsource partners to develop a shared infrastructure', he explains. 'We also looked at what the various companies offering outsourcing deals could provide.'*

*'We quickly came to the conclusion that RBS' TrustAssured service was the best option.'*

This decision was reached for a number of reasons. *'We were looking for an outsource partner who had a track record. That's not easy to find in the PKI marketplace, but RBS could clearly demonstrate that.'*

*'RBS has a like-minded attitude towards quality and its offering fitted in with our requirement to deliver services to our customers within certain timescales and service level agreements. Clearly the costs were also right.'*

In addition it was important for the bank to continue to deliver BACS-related offerings under its own brand. *'We want to be seen as providing a service from the bank. The fact that it's white-labelled is irrelevant, as we're the ones who stand behind it and guarantee it.'*

*'Going with the RBS TrustAssured service was one of the few options that would allow the bank to use a pure brand.'*

### **The benefits speak for themselves**

The speed with which the TrustAssured white label solution was implemented allowed the bank to meet the tight deadlines imposed by the BACS switch. The bank's spokesperson continues, *'It took just three months. Because it was a production-ready service, all we had to do was brand it and angle it from the bank's perspective.'*

*'We also benefited from the assistance RBS provides from a documentation perspective: all the terms and conditions, application forms, policy statements and other documents were provided in vanilla versions, so all we needed to do was brand them and add our own terms and conditions. That gave us a massive head start compared with having to do it from scratch.'*

The TrustAssured white label solution is designed to give you the freedom to structure your customers' experience – in terms of brand, price and support – in any way you want.

The bank's spokesperson concludes: *'It has lived up to what we were promised. It was very easy to install and is working well.'*

### **How the TrustAssured white label solution works**

First of all, your staff take applications from customers for access to the BACS network and perform their own 'Know Your Customer' checks. Requests to register users are then passed electronically to RBS. Finally, smartcards and literature are issued.

At all times, your customers deal only with your company and see only your brand.

Our experience in white labelling deals with major clients, such as Tesco Personal Finance, shows how customers are completely unaware of third party involvement.

However, behind the scenes we offer full second and third level support. Full audit trails are provided; detailing who has been issued with a card, when cards were issued and when they were used. In addition to this, you receive unlimited access to a wide range of management information.

The TrustAssured white label service is capable of underpinning large-scale projects, whether in the public or private sector.



### **Security that is second to none**

All our services comply with prevailing security standards. RBS is a founding member of IdenTrust, the global standard for the provision and management of identity credentials.

In addition, RBS was the first organisation to win accreditation to tscheme, a UK standards body promoting best practices for trust providers. RBS holds ISO27001, the UK standard for information security management. Together, these accreditations demonstrate an identity management service which is the 'gold standard.'

RBS developed the TrustAssured service to secure its own operations, so you can be confident it offers the highest levels of resilience and performance. Having also undertaken rigorous technical evaluations and due diligence, it clearly reduces the risks faced in introducing a PKI service to support a BACS offering.