



CASE STUDY



Morgan Street Document Systems, LLC.

VeriSign® Identity Protection Authentication Services
Helps A Top Document Management Services Provider
Lead the Way with Two-Factor Authentication for Clients





SOLUTION SUMMARY

Morgan Street Document Systems has been able to further differentiate itself from the competition and enhance client confidence in its services by utilizing VeriSign® Identity Protection (VIP) Authentication Services with VeriSign® Identity Protection (VIP) Security Cards to provide two-factor authentication to its clients. With identity theft, phishing and fraud on the rise, the additional level of user security via a one-time password generator embedded in a VIP Security Card has proven to be a huge success with its clients.

Industry

- Services

Challenges

- Maintaining client confidence while providing protection from increasing levels of identity theft, phishing and fraud attacks.
- Ensuring that any new security measures did not negatively impact the end-user experience or ease of use.

Solution

- VeriSign® Identity Protection Authentication Services
- VeriSign® Identity Protection Security Cards

Results

- Almost 20 percent of clients engaged in actively using VIP Security Cards within the first few months of their launch.
- Clients appreciate the benefit of being able to leverage the VIP Security Cards to access other VIP Network member accounts.
- Morgan Street has been able to further differentiate itself from its competitors.

Morgan Street Document Systems, LLC.

Morgan Street Document Systems, LLC. was founded to address the urgent need for a service to streamline the numerous, primarily paper-based, interactions between individuals and their many advisors—consultants such as tax, estate planning, insurance, legal, brokers, and trading experts. Most high net-worth individuals have thousands of pages of documents and digital assets; all critical to their business, financial, legal and personal matters. Morgan Street was created with an emphasis on efficiency and security of document management, and provides on-demand management solutions that enable clients to organize, secure, access and share documents and other digital content essential to their lives and professions.

Information is stored in a simple, secure, digital vault, and accessed by easy-to-navigate applications. A comprehensive suite of services enables clients to manage all of their important documents, ranging from financial and legal papers to legacy content such as publications, speeches, photographs and family-related artifacts, including family trees, memoirs, correspondence, personal histories and personal videos.

Alongside Morgan Street's state-of-the-art technology infrastructure, the company offers clients a personal touch via its Personal Archivist™ service, where trained records-management professionals perform the practical tasks of managing clients' documents while clients focus on supervising their affairs.

+ Maintaining Client Confidence

By definition, the nature of the data stored by Morgan Street ranks among the most precious and important assets owned by each individual client, consequently requiring exceptionally high levels of security and integrity for clients to feel confident and comfortable using the services.

Glenn Shimkus, chief technology officer for Morgan Street Document Systems, explained, "Morgan Street assures clients total peace of mind by securely storing all vital information and providing instant access to it—no matter where they are located. To accomplish this we had to incorporate some of the most advanced security methods in the world. For example, the backend is hosted at a Tier III data center that is fully compliant with banking industry data center requirements, including SAS-70 Type II. The infrastructure itself is replicated and hosted in secure data centers throughout the country to enable 24/365 access. Data is encrypted along the complete transmission path between the data storage device and the user, and multiple backups are used to protect client information from natural disasters or other unforeseen events."

He continued, "We aim to consistently leverage cutting-edge security and we constantly monitor evolving security practices and new capabilities to see which ones make sense for Morgan Street to embrace as best practices; that's where 'two-factor authentication' comes in. With identity theft, phishing and fraud on the rise, the concept of providing extra levels of user security via a one-time password generator embedded in a personal identity card was very attractive to us."

+ Two-Factor Authentication the VeriSign Way

The Morgan Street team investigated all of the vendors offering two-factor authentication services. "We felt that VeriSign Identity Protection Authentication Services best met our needs," recounted Shimkus. "In addition, VeriSign was already considered a trusted vendor by our company because Morgan Street utilizes VeriSign® Extended Validation

“The VIP Security Cards have been extremely well received, and we’ve received wonderful feedback from our clients indicating their delight with how seriously we are taking the security of their most precious information.”

Kelli Rhee, vice president, consumer sales & marketing, Morgan Street Document Systems, LLC.

SSL certificates on our Web site to make it easier for clients to confirm they are accessing our legitimate URL and not an imposter. We like the fact that VeriSign offers a range of security solutions that compliment one another and act in a layered way.”

VeriSign® Identity Protection (VIP) Authentication Services allows Morgan Street to easily issue and accept multiple credentials from each user. The VIP Authentication Services embraces open standards and allows any OATH-compliant device to be used for authentication. Morgan Street selected the credit-card sized VeriSign® Identity Protection (VIP) Security Card, for the generation of one-time passwords.

“Our clients’ first factor of authentication continues to be their regular username and password, the second factor is a dynamically generated one-time password—a six-digit pass code—derived from our branded VIP Security Card,” noted Shimkus.

By utilizing the VIP Authentication Services, Morgan Street is able to join as a member in the VIP Network; where clients are able to use their VIP Security Card to authenticate across numerous sites operated by other participating companies. Kelli Rhee, vice president, consumer sales & marketing for Morgan Street, stated, “It’s an added benefit that our clients can leverage their Morgan Street-branded VIP Security Card in multiple places such as when accessing their PayPal or eBay accounts.”

+ VIP Security Cards are a Huge Success

Implementation of VIP Authentication Services and the issuance of the VIP Security Cards went very efficiently. “We have a great relationship with VeriSign; it’s been very collaborative and helped us implement the new levels of security very smoothly,” reflected Shimkus. “We particularly like the VIP Security Cards because we’ve been able to brand them with our logo and messaging; they have that ‘cool’ factor that encourages our clients to want to use them. The credit-card format makes them easy for people to pop the card into a wallet or purse, and always have it with them.”

The uptake in usage of VIP Security Cards by Morgan Street’s clients has been excellent. “Our customer base is made up of some very influential people and they enjoy the concept of possessing a special card like the VIP Security Card,” noted Shimkus. Rhee concurred, “Within the first few months of implementation we saw almost 20 percent of our client base actively using a VIP Security Card and that percentage continues to rise steadily. The VIP Security Cards have been extremely well received, and we’ve received wonderful feedback from our clients indicating their delight with how seriously we are taking the security of their most precious information.”

By utilizing the VIP Authentication Services, not only has Morgan Street been able to provide its very valuable clients with an increased level of security, but it has helped the company differentiate itself from competing services. Rhee assessed, “Our competitors have not matched our combination of service, security and robustness, and these are our core competencies. We offer leading-edge security and integrity, and this coupled with the high-touch level of service provided by our document record experts, really sets us apart.”

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