


**NoPass**

# PasswordFree™ Customer MFA – BigCommerce Edition

**BIGCOMMERCE + NoPass**

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## What is BigCommerce?

**BigCommerce** (Nasdaq: BIGC) is a leading software-as-a-service (SaaS) eCommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. As a leading open SaaS solution, **BigCommerce** provides merchants with sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of

B2B and B2C companies across 120 countries and numerous industries use **BigCommerce** to create beautiful, engaging online stores, including Ben & Jerry's, Skullcandy, Sony, and Woolrich. Headquartered in Austin, **BigCommerce** has offices in San Francisco, Sydney, and London. Learn more at [www.bigcommerce.com](http://www.bigcommerce.com).



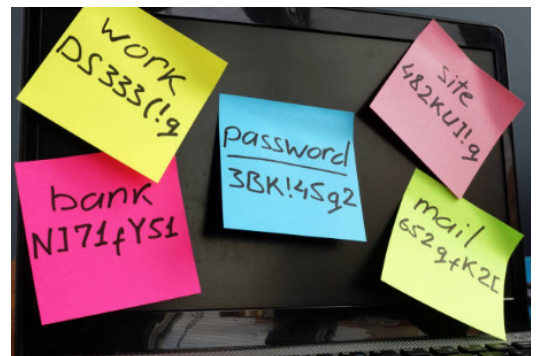
When a site owner of an eCommerce business creates their website on the **BigCommerce** platform, they are offered a number of options and plug-ins to integrate into their webstore to make it stand out from a list of similar websites. **PasswordFree™ Customer MFA** provides a delightful customer experience during registration and authentication, and it protects your online customers with patented phishing-resistant

technology. Our **NoPass™** app, available in the **BigCommerce** app store, allows for one-click, no-code integration to your website. Freeing your customers from the burden of passwords will boost up your business with minimal efforts on your side. Without passwords to waste time on, your customers have more time to explore what your website has to offer.

## The burden of passwords and SMS OTP

Passwords have recently become a business inhibitor for online websites, with 1/3 of all shopping carts being abandoned due to forgotten passwords. Making matters worse with SMS OTP sending 6-8 numbers to an email address or cell phone adds to the user frustration. For what it's worth, passwords and SMS OTP provide very little security because impersonated websites can simply ask the user for those things. Online visitors need a simple and secure way to register and return to your website.

Online visitors will register and keep returning if the experience is easy and engaging. Identité offers a **PasswordFree™ MFA** solution powered by the **NoPass™** (short for "no passwords") technology that can be added to your website in one click.





## What is NoPass™?

**NoPass™** is a patented passwordless authentication and registration solution that provides customers with a simple **AND** secure method of registration and authentication online.

Now, the customers visiting your webstore can use just these three factors to register and \or authenticate online:

- Something they know which is their login.
- Something they have which is their smartphone turned into a trusted security token.
- Something they are which is biometrics (fingerprints or face scans).

Something You Know	Something You Have	Something You Are
		
Username or the ID you use for logging in	Smartphone, one-time passcode or Smart Card	Biometrics, like your fingerprint, retina scans or voice recognition

## Product Features

**PasswordFree™** - online users of your **BigCommerce** webstore register and authenticate without typing a password or waiting for an SMS OTP.

**Easy and fast integration** - one-click app installation and set up without coding or security expertise required.

**Full Duplex Authentication®** - protect your customers against phishing, impersonation, or MitM attack with the patented **Full Duplex Authentication®** technology from Identité.

**Cost efficiency and affordability** - no credit card is required to sign up and the service is free to try for 30 days. Control your costs by paying only for active users.



**iOS, Android, MacOS and Windows** – users can choose their favorite device for trusted authentication.

## Benefits of NoPass™ for BigCommerce

### Delightful Customer Experience

The users follow a quick and easy procedure to register and authenticate just with one look, click or a tap.

### Security and profitability

The **NoPass™** app integrated into your **BigCommerce** webstore will eliminate the dangers of phishing and customer data leaks thus increasing your customers' confidence and boosting up your business.

### Mobile-friendly procedure

Customers can authenticate and register on your **BigCommerce** webstore with simple and familiar built-in methods such as fingerprints readers or face scans on their mobile devices.

### Zero infrastructure

No server installation or additional hardware purchase required with all IT infrastructure maintenance on the Identité side.

### Online support

Online support is included. Custom support and subscription plans are also available.

