



EVERNOTE PROTECTS GLOBAL ACCOUNTS FROM COMPROMISE WITH TELESIGN

Evernote began a wide-ranging review of its security measures to ensure the integrity and overall experience of its services. In order to protect their global accounts from compromise beyond the traditional username and password, Evernote decided to add phone-based two-factor authentication (2FA) to all user accounts. In addition to TeleSign's 2FA offering, Evernote also deployed TeleSign's PhoneID to identify if a phone is SMS-enabled or not.

“We were looking at several vendors, but TeleSign won out because of their demonstrated security expertise, the quality of their global SMS authentication offering, and because they understood the importance of the overall experience.”

DAVE ENGBERG

CTO,
EVERNOTE

INDUSTRY

- Cloud Software

PROFILE

- Founded in 2007
- HQ Redwood City, California

CHALLENGES

- Seeking to protect global accounts from compromise

BENEFITS

- Offer phone-based two-factor authentication to all user accounts

CHALLENGES

During the vendor analysis process, Evernote was looking for several specific qualities, such as: global coverage, ease of implementation and overall experience.

Evernote soon realized that TeleSign was the ideal provider because through each stage of the evaluation process their level of expertise was obvious.

SOLUTION

TeleSign's documentation — simple REST API along with Software Development Kits (SDKs) — made the integration phase extremely seamless to complete allowing Evernote to deploy their two-factor authentication solution very quickly. The service was up and running within hours and the project was able to launch on schedule. Evernote was assigned a dedicated Technical Account Manager for no additional cost which served as a main point of contact during implementation and in an ongoing support capacity.

TeleSign committed to a strong long-term relationship with Evernote, creating a hands-on pilot experience and providing recommendations for the Evernote team on an ongoing basis. TeleSign's fraud services team constantly analyzes Evernote's SMS traffic and highlights potential anomalies. Additionally, TeleSign's Client Services team performed a custom UI/UX review to provide Evernote with the best practice recommendations they collected from similar customer deployments. This included things such as the language explaining to the customer what to expect, what limitations to implement on the backend and regional specific recommendations. TeleSign has aggregated this insight from working with 20 of the 25 largest websites and mobile applications globally.

TeleSign also has superior breadth of global coverage (over 200 countries and provides services in 87 languages), ensuring Evernote's international user base would be protected and that the company would be future-proofed against its own explosive growth.

In addition to TeleSign's two-factor authentication offering, Evernote also deployed TeleSign's PhoneID Standard to identify if a phone is SMS enabled or not. Evernote uses the product to confirm that if a user has requested an SMS, they have provided a phone number that can actually receive an SMS. This means that users are prompted to provide a new number instead of waiting for an authentication SMS that will never come — a small but critical step to improve overall user experience. Since deploying two-factor authentication, .07% of their free users and a 1.09% of Premium users have the feature enabled.

ABOUT EVERNOTE

Evernote is a suite of software and services designed for writing, collecting, finding and presenting work across a variety of devices and formats. Its software is specifically designed to be simple, accessible and available everywhere.

“TeleSign worked closely with us to ensure our UI/UX provided the best experience possible and would be easily adopted.”

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