



SALESFORCE DELIVERS MOBILE VERIFICATION WITH TELESIGN

Salesforce was founded in 1999 with a vision to reinvent CRM in the cloud, pioneering enterprise cloud computing in the process. Today, Salesforce is powering innovation in sales, service, marketing, community, analytics, apps and more, enabling companies of all sizes to connect to their customers in new ways. The company is fully committed to providing the highest level of security and, as online threats escalate, has constantly innovated to help keep its customers secure in their online environment.

Salesforce has always been forward thinking, including bringing to market one of the first risk-based authentication offerings through its email Identity Confirmation option in 2007. When a user attempted to

access their account from a computer, and their browser or IP address which was not recognized, Salesforce would challenge them with a verification code sent to the email account on record.

“We needed a partner that could scale to support our ever expanding global footprint. TeleSign delivered the scale we were looking for.”

CHUCK MORTIMORE

VP, Product Management, Identity and Security,
SALESFORCE

INDUSTRY

- Cloud Software

PROFILE

- Founded in 1999
- HQ in San Francisco, CA

CHALLENGES

- Identify an alternative solution to email-based identity confirmation

BENEFITS

- Deliver mobile phone-based verification to support user growth and scale
- Decrease fraudulent account registration
- Improve user experience
- Monitor and alert of suspicious users

CHALLENGES

While innovative in 2007, Identity Confirmation by email suffered a variety of usability challenges as mobile computing took hold across enterprises.

Salesforce realized early on that mobility was becoming a major focus for businesses on a global scale. As part of this focus, Salesforce felt the need to move away from email based verification and authentication to a solution that not only enabled mobile computing, but leveraged a more secure infrastructure. This was a key driver in finding an alternative authentication solution to email and offering SMS Identity Confirmation made perfect sense.

SOLUTION

To meet these challenges, Salesforce replaced email two-factor authentication as its default feature for Identity Confirmation with authentication via SMS using TeleSign.

This brought numerous advantages. The mobile phone is the most universal personal device on the planet. By using this as a trust anchor, Salesforce was able to reach a broader user base, across the entire globe.

Salesforce uses a variety of methods to verify that a login source is authorized. Now, whenever a Salesforce user logs on to a computer, browser or IP address that's not recognized, their Identity Confirmation system triggers a one-time passcode (OTP) which is sent by SMS through TeleSign to the user's mobile phone number on record.

Identity Confirmation by SMS has been so effective it is now the default option for all Salesforce customers with verified mobile phone numbers. Users who do not have a mobile number on record are prompted to enter a mobile phone number upon login. (While email Identity Confirmation is still available, this is only an option for system administrators who wish to re-enable this function for users without mobile devices.)

"We needed a partner that could scale to support our ever expanding global footprint. TeleSign delivered the scale we were looking for." Chuck Mortimore, VP, Product Management, Identity and Security.

Eric Leach, Sr. Director Product Management at Salesforce, and Sean Whitley from TeleSign ran a joint session at the Dreamforce 2013 event with Wired Magazine's Mat Honan – session titled: "Avoiding an Online Nightmare: Protecting Identity with Two-Factor Authentication."

Review a recording of the session here: [Avoiding an Online Nightmare: Protecting Identity with Two-Factor Authentication](#) on YouTube.

ABOUT SALESFORCE

Salesforce, the Customer Success Platform and world's #1 CRM, empowers companies to connect with their customers in a whole new way.