

# AppGate

## BANCO GALICIA

### Innovative financial institution prevents fraud and protects digital channels from external threats

#### History

Since 1905, Banco Galicia has demonstrated an unwavering commitment to deliver innovative solutions to its customers. Located in Buenos Aires, Banco Galicia boasts a network of 326 branches and has positioned itself as a prominent financial institution in the Argentine market, serving over 3.8 million customers across retail, wholesale and financial segments. With an overarching objective to continue strengthening its position in the financial market, the bank has prioritized business profitability, expansion and customer acquisition. Central to this strategy is the delivery of a distinctive, digitally transformed customer experience, characterized by simplicity and efficiency.

#### Challenges and requirements

Marred by cyberthreats, Banco Galicia is committed to staying one step ahead of fraudsters looking to compromise customer accounts. The rise in spoofing and account takeovers, along with the corresponding surge in social engineering attacks demanded immediate action to secure customer accounts and preserve customer trust. The bank urgently sought a robust two-factor authentication (2FA) system capable of evolving in parallel with its business operations. To further safeguard its brand, Banco Galicia also aimed to quickly identify and mitigate phishing and identity theft sites that were multiplying across social networks.

#### Benefit for Banco Galicia and its Members

- Compliance support with national and international regulations
- Quick and seamless implementation
- Frictionless authentication for digital channels
- Smooth and consistent user experience
- Trust in brand protection
- 24x7x365 proactive support

“AppGate’s Fraud Protection solutions have been instrumental in elevating our cybersecurity defenses at Banco Galicia. The seamless integration of AppGate’s technology has not only safeguarded our operations but has also contributed significantly to delivering a secure and seamless banking experience for our customer base.”

– Ezequiel Invernón, Cybersecurity Leader, Banco Galicia



#### INDUSTRY

Financial

#### USE CASES

Online customer authentication

Fraud prevention

Phishing detection and prevention

Brand usage monitoring

Removal of scam sites

#### CHALLENGES

Lack of identity validation controls for compliance (internal or external)

Implementing 2FA in digital channels

Designing memorable experiences with minimal friction

Early and rapid detection of fake sites

Agile management of fake site removals

Brand reputation

Protecting digital channels from external threats





## Solution

To address these challenges, Banco Galicia made a strategic decision to implement AppGate's 360 Brand Guardian. This proactive solution enabled the bank to monitor and dismantle counterfeit and phishing websites. Additionally, the adoption of AppGate's DetectID bolstered the bank's defenses against spoofing, reducing the associated risks of providing unauthorized access to sensitive customer data. The seamless implementation of both AppGate solutions exceeded Banco Galicia's expectations and contributed significantly to the sustainability and resilience of its operations. By embracing these cutting-edge security services, Banco Galicia successfully strengthened its cybersecurity posture while ensuring a secure and seamless banking experience for its vast customer base. This success also marked a pivotal step in the institution's commitment to protecting its customers and cementing its position as a market leader in Argentina's financial arena.

## About AppGate

AppGate secures and protects an organization's most valuable assets with its high performance Zero Trust Network Access (ZTNA) solution and Cyber Advisory Services. AppGate is the only direct-routed ZTNA solution built for peak performance, superior protection and seamless interoperability. AppGate threat advisory services harden your security posture and ensure business continuity. AppGate safeguards enterprises and government agencies worldwide. Learn more at [AppGate.com](https://AppGate.com).