



“Cronto’s solution can significantly reduce fraud with a low cost, straightforward and user-friendly approach...”

“...providing a pioneering new response to the ever increasing problem of online fraud...”

ABOUT US

Cronto Limited is a leading provider of secure transaction authentication solutions for online banking. It was established to exploit the commercial opportunity for the innovative technology – Cronto’s visual cryptogram – by its co-founders and inventors, Igor Drovok and Elena Punskeya.

The concept of the Cronto VISUAL CRYPTOGRAM and the development of visual signing technology was born out of leading edge engineering research undertaken at the University of Cambridge and has been evaluated and endorsed by the acknowledged world authorities in cryptography and data security.

Cronto has taken this unique advance in security technology and applied it to the current business challenges of internet banking and transaction authorisation.

Internet banking is now a mass-market product that is demanded as an essential service by increasing numbers of bank customers. More and more people rely upon the convenience and ease of use of internet banking services in their daily life. More and more, the quality of a bank’s internet banking service can affect the overall level of satisfaction and loyalty of its customers.

Ironically, the growing availability and popularity of internet banking has created the biggest challenge to its continued viability and growth. Fraudsters are attracted by the huge potential for on-line theft and are posing increasingly sophisticated and effective threats to the security of customer transactions carried out over the internet. Banks and other financial organisations urgently need to find ways of implementing strong, effective security in their systems that do not compromise the quality of their customers’ experience.

Cronto’s mission is to facilitate the deployment of secure solutions based upon visual signing that both meet the approval of the customers that use them, and can be deployed cost-effectively and in confidence by any banking organisation.

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