CLAIMS

1. A method of authorising a transaction over a communication channel comprising:

storing in a computer system an association between at least one authentication factor for an entity and a specified communication channel having an endpoint accessible to the entity,

sending a message from a communications module of the computer system over the specified communication channel ~~to~~ for display at the endpoint,

wherein ~~the~~ said message includes or is updated to include indicia indicating authentication is required,

receiving at the computer system information for comparison with the at least one authentication factor for the entity associated with the specified communication channel; ~~and~~

authorising the transaction by an authentication module at the computer system in response to determining that the stored at least one authentication factor for the entity associated with the specified communications channel matches the information provided from the endpoint;

and wherein the communications module transmits an update to said message for display at the endpoint, the update being representative of successful authorisation, the updated message comprising a modified version of the indicia to be displayed on said message indicating authentication is required.

2. The method of authorising a transaction over a communication channel according to claim 1 wherein the access to the endpoint of the communication channel is controlled so as to be accessible only by the entity.

3. The method of authorising a transaction over a communication channel according to claim 1 wherein the information provided at the endpoint for authorising the transaction is received at the system over the specified communications channel.

4. The method of authorising a transaction over a communication channel according to claim 1 wherein the stored association between the authentication factor and a specified communications channel having an endpoint accessible to the entity further includes at least one further communications channel by which information for authorising the transaction will be received at the computer system from the endpoint.

5. The method of authorising a transaction over a communication channel according to claim 2 wherein the unique endpoint of the communication channel is selected from the group comprising a telephone number, an email address, an instant messaging address, IMEI (International Mobile Equipment Identity) number, ESN (Electronic Serial Number), IP address (Internet Protocol) or MAC address (Medium Access Control), Universal Unique Identifier (UUID), Serial Identification Number.

6. The method of authorising a transaction over a communications channel according to claim 1 wherein the communications channel is selected from the group comprising an email system, a messaging application, a Short Message Service application and a mobile telephone channel.

7. The method of authorising a transaction according to claim 1 wherein the indicia indicating that authentication is required is configured such that upon actuation of the indicia, information for comparison with the at least one authentication factor for the entity associated with the specified communication channel is transmitted.

~~8. The method of authorising a transaction according to claim 1 further including displaying indicia on a message displayed at the endpoint representative of successful authorisation.~~

~~9. The method of authorising a transaction according to claim 8 wherein the indicia on a message displayed at the endpoint representative of successful authorisation is a modified version of the indicia displayed on a message indicating authentication is required.~~

8~~10~~. The method of authorising a transaction according to claim 1 wherein messages transmitted on said communication channel and authentications thereof

are stored in an auditing module in communication with the authentication module of the computer system.

9~~11~~. The method of authorising a transaction according to claim 8~~10~~ wherein the messages stored in the auditing module further include one or more of information for messages transmitted thereon selected from the group comprising time of transmission, time of receipt, identification of origin, identification of destination, and geographic location information.

10~~12~~. The method of authorising a transaction according to claim 1 wherein a plurality of authentications is~~are~~ performed with respect to the same transaction in accordance with predetermined criteria.

11~~13~~. The method of authorising a transaction according to claim 10~~12~~ wherein a plurality of authentications is~~are~~ performed for the same transaction wherein the predetermined criteria are specified transaction limits.

12~~14~~. The method of authorising a transaction according to claim 10~~12~~ wherein the predetermined criteria are specified at or before associating the at least one or more authentication factors with the communication channel.

13~~15~~. The method of authorising a transaction according to claim 1 wherein upon successful authentication, an instruction is issued to a transaction processing module of another computer system.

14~~16~~. The method of authorising a transaction according to claim 1 wherein upon a predetermined number of unsuccessful authentications, the transaction is marked as suspicious.

15~~17~~. A system for authorising a transaction over a communication channel comprising:

a memory store of a computer system configured for storing an association between at least one authentication factor for an entity and a specified communication channel having an endpoint accessible to the entity,

a communications module for sending a message over the specified communication channel ~~to~~ for display at the endpoint, the message including or being updated to include indicia indicating that authentication is required, and for

receiving information for comparison with the at least one authentication factor for the entity associated with the specified communication channel from the endpoint;

an authorisation module for verifying the transaction if the stored at least one authentication factor for the entity associated with the specified communications channel matches the information provided from the endpoint;

and wherein the communications module is configured to transmit an update to said message for display at the endpoint, the update being representative of successful authorisation, the updated message comprising a modified version of the indicia to be displayed on the message indicating authentication is required.

16~~18~~. The system for authorising a transaction over a communication channel according to claim 15~~17~~ wherein the access to the endpoint of the communication channel is controlled so as to be accessible only to the entity.

17~~19~~. The system of authorising a transaction over a communication channel according to claim 15~~17~~ wherein the information provided at the endpoint for authorising the transaction is received at the system over the specified communications channel.

18~~20~~. The system of authorising a transaction over a communication channel according to any claim 15~~17~~ wherein the stored association between the authentication factor and a specified communications channel having an endpoint accessible to the entity further includes at least one further communications channel by which information for authorising the transaction will be received at the computer system from the endpoint.

19~~21~~. The system of authorising a transaction over a communication channel according to claim 18~~20~~ wherein the further communications channel by which information for authorising the transaction is received at the computer system from the endpoint is associated with the authentication factor and a specified communications channel having an endpoint accessible to the entity.

20~~22~~. The system for authorising a transaction over a communication channel according to claim 16~~18~~ wherein the unique endpoint of the communication channel is selected from the group comprising a telephone number, an email

address, an instant messaging address, IMEI (International Mobile Equipment Identity) number, ESN (Electronic Serial Number), IP (Internet Protocol) address or MAC (Medium Access Control) address, Universal Unique Identifier (UUID), and Serial Identification Number.

21~~23~~. The system for authorising a transaction over a communications channel according to claim 20~~22~~ wherein the communications channel is selected from the group comprising an email system, a messaging application, a Short Message Service application and a mobile telephone channel.

~~24. The system for authorising a transaction according to claim 17 wherein the communications module is configured to update the message to display indicia upon successful authorisation.~~

~~25. The system of authorising a transaction according to claim 24 wherein the indicia on a message displayed at the endpoint representative of successful authorisation is a modified version of the indicia displayed on a message indicating authentication is required.~~

22~~6~~. The system for authorising a transaction according to claim 15~~7~~ further including an auditing module in communication with the authentication module of the computer system is configured to store messages transmitted on said communication channel and authentications thereof.

23~~7~~. The system for authorising a transaction according to claim 22~~6~~ wherein the auditing module is configured for storing information for messages transmitted on the communication channel wherein the information is selected from the group comprising time of transmission, time of receipt, identification of origin, identification of destination, and geographic location information.

24~~8~~. The system for authorising a transaction according to claim 15~~7~~ wherein the authentication module performs a plurality of authentications are performed with respect to the same transaction in accordance with predetermined criteria.

25~~9~~. The system for authorising a transaction according to claim 24~~8~~ wherein the authentication module performs a plurality of authentications for the same transaction wherein the predetermined criteria are transaction limits.

2630. The system for authorising a transaction according to claim 259 wherein the predetermined criteria are specified at or before associating the at least one or more authentication factors with the communication channel.

2731. The system for authorising a transaction according to claim 157 wherein upon successful authentication, an instruction is issued to a transaction processing module of another computer system.

2832. The system for authorising a transaction according to claim 157 wherein upon a predetermined number of unsuccessful authentications, the transaction is marked as suspicious.

2933. A non -transitory computer readable medium storing instructions that when executed by a processor cause the processor to:

store in a memory store coupled to the processor an association between at least one authentication factor for an entity and a specified communication channel having an endpoint accessible to the entity,

send a message from a communications module coupled to the processor over the specified communication channel ~~to~~ for display at the endpoint, wherein the message includes or is updated to include indicia indicating authentication is required,

receive information for comparison with the at least one authentication factor for the entity associated with the specified communication channel; ~~and~~

authorising the transaction by an authentication module in communication with the processor in response to determining the stored at least one authentication factor for the entity associated with the specified communications channel matches the information provided from the endpoint;

and wherein the communications module transmits an update to said message for display at the endpoint, the update being representative of successful authorisation, the updated message comprising a modified version of the indicia to be displayed on said message indicating authentication is required.

3034. A non -transitory computer readable medium storing instructions that when executed by a processor cause the processor to:

receive at an endpoint via a specified communication channel a message from a communications module coupled to a processor, wherein the message includes or is updated to include indicia indicating authentication is required,

provide to an authentication module at least one authentication factor for authorising of a transaction by the processor upon determining that a stored at least one authentication factor associated with the endpoint of a specified communications channel matches the information provided from the endpoint to the authentication module;

and receive at the endpoint an update to said message from the communications module, the update being representative of successful authorisation, the updated message comprising a modified version of the indicia to be displayed on said message indicating authentication is required.