

# Real-time fraud detection across digital channels

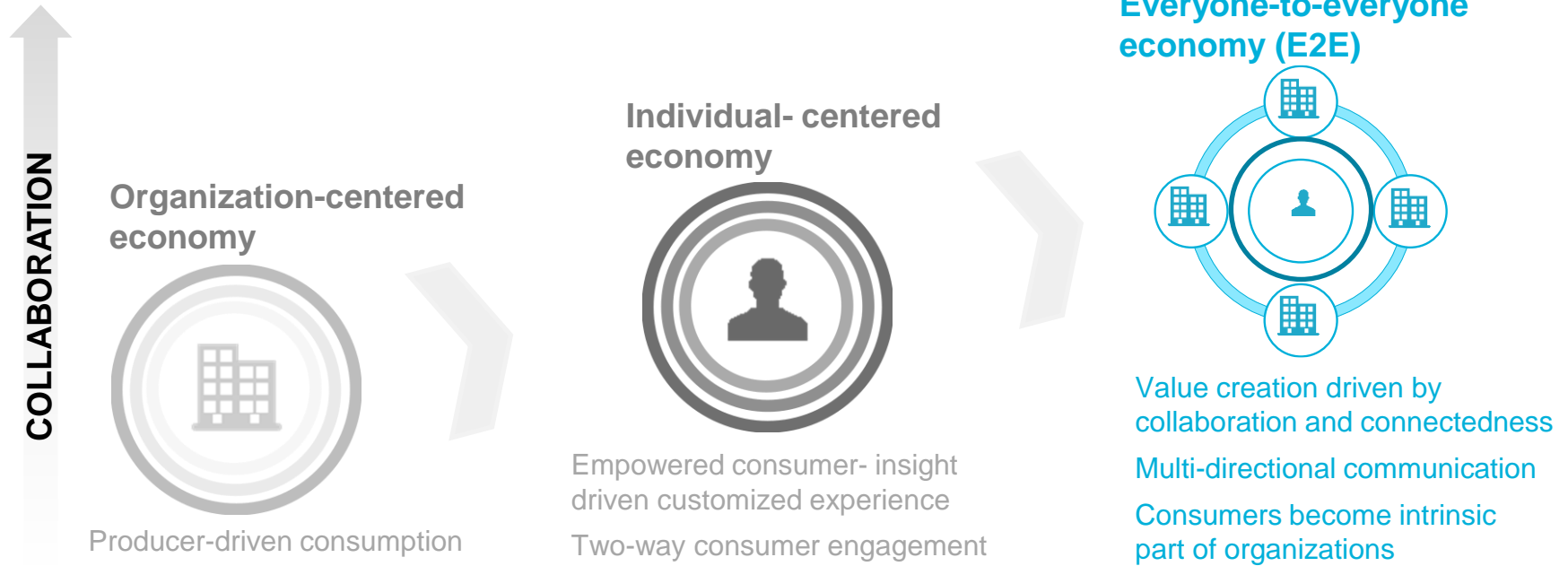
ILE Ristov  
Sales Manager  
InTec System

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WHERE CREATIVITY AND TECHNOLOGY INTERSECT

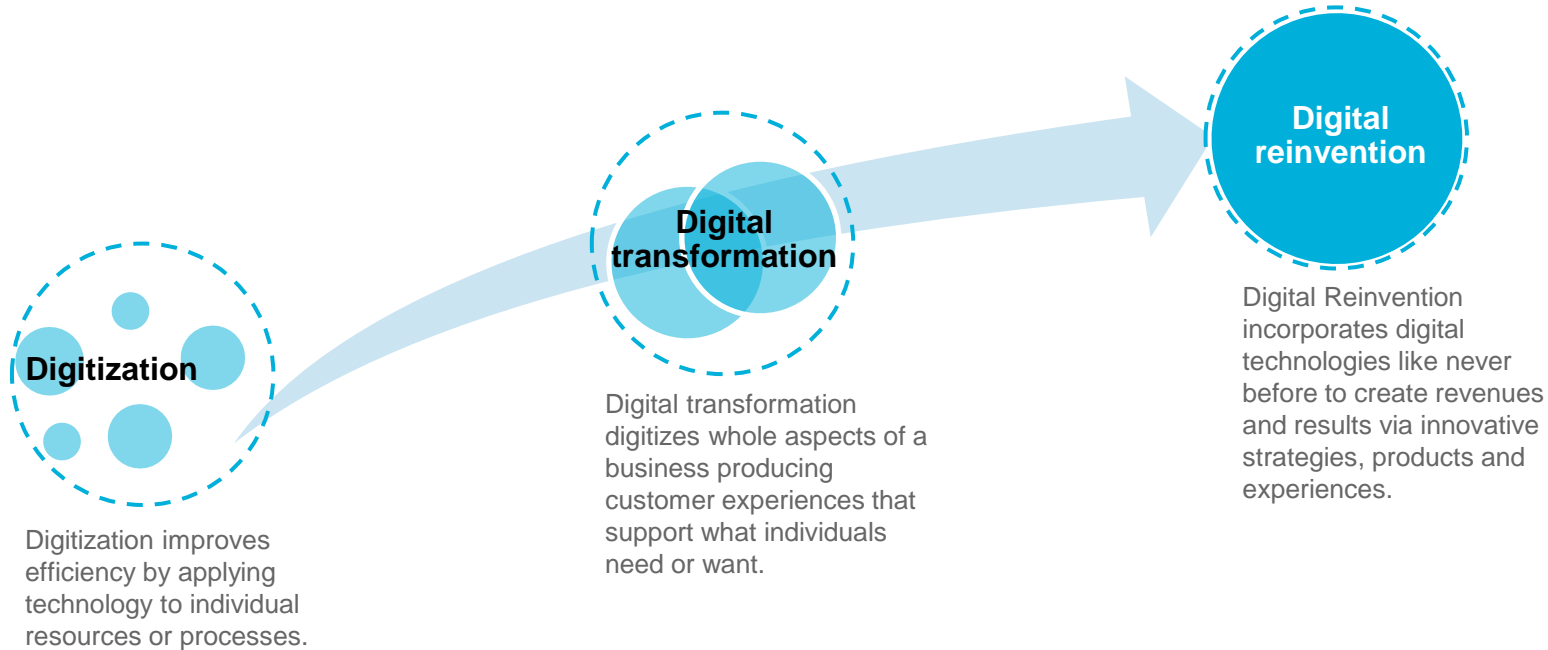
**IBM**  
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# In 2014 IBV's Digital Reinvention™ study analyzed the shift to the E2E economy

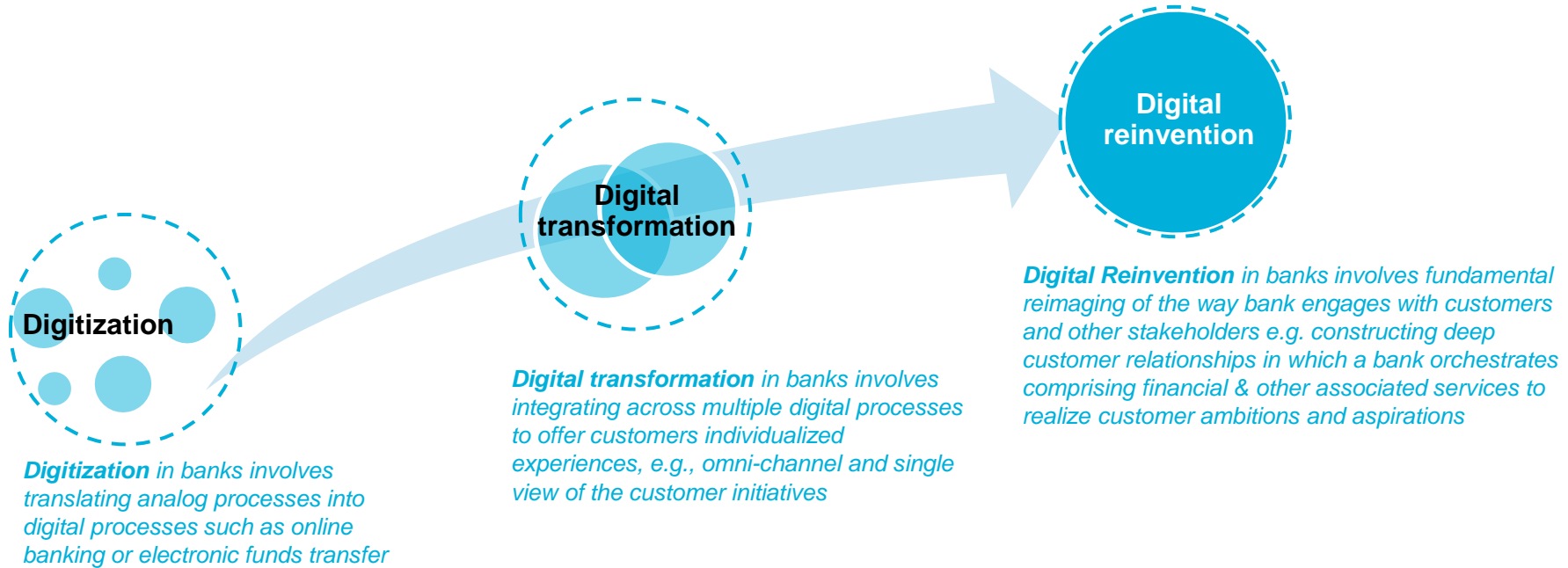
*Collaboration and connectedness of consumers and organizations promulgate the E2E economy*



# Digital Reinvention has become necessary now for organizations to succeed



# Specifically for banking, E2E economy mandates building frictionless platforms requiring enterprise wide reinvention



What keeps board members awake at night?



## HSBC, Barclays and TSB customers hit by latest digital banking problems

There is growing frustration with the industry following a new wave of disruption for millions of people.

15:13, UK  
Friday 28 September 2018



HSBC and its rivals have been cutting branches as more customers use internet banking

# Trust!

PERSONAL FINANCE

## Fraud cost consumers \$8.8 billion last year, Federal Trade Commission says. That's up 44% from 2021

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## 8 | Cosmote fined €6 million over 2020 cyber-attack

Greece's largest mobile operator Cosmote was fined €6 million by the Hellenic Data Protection Authority (HDDPA) for violation of the data protection laws after a reported data breach. In 2020, the company was hit with a cyber-attack, which saw personal data of 4.8 million customers stolen.

## UK's Tesco Bank Slapped with \$21.4M Fine for 'Foreseeable' Cyber Attack in 2016

By Huw Jones | October 1, 2018



# DIGITAL TRUST

Instants to build  
An instant to break  
Continuously adaptive

# TRUST

Years to build  
Seconds to break  
Forever to repair



# Digital banking trends add further pressure




## Digital Transformations

- Drive for seamless and secure user experiences
- Protect brands and open the door for new growth
- Build trust by seamlessly validating user identities



## User Engagement

- Ease of use, speed, and engagement experiences
- Relevant (tailored) context-based services
- Focus on new digital experiences



## Compliance and Regulations

- PSD2 - Strong Customer Authentication, open API
- ECB - Risk Control and Mitigation
- Instant Payments



**What can happen if  
you don't manage  
digital identity risk?**

How do you know it's really your customer or employee?

\$6.5 billion to \$7 billion  
in annual account  
takeover losses

How do you know your new customer is not a fraudster who stole someone's identity?

More than \$3 billion lost per  
year to new account fraud

How can you make authentication as painless as possible for your customers, while keeping bad actors out?

US businesses lose more  
than \$62 billion annually due  
to poor customer experience.

How can you prevent fraudsters from gaining access and control of customer or employee credentials?

More than 15 billion stolen  
credentials posted on the  
dark web

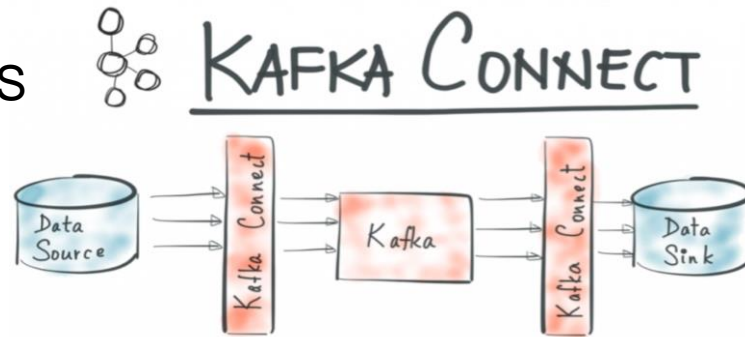
## ↳ Module for Fraud Management Automation

### ○ DATA SURCES -Producers

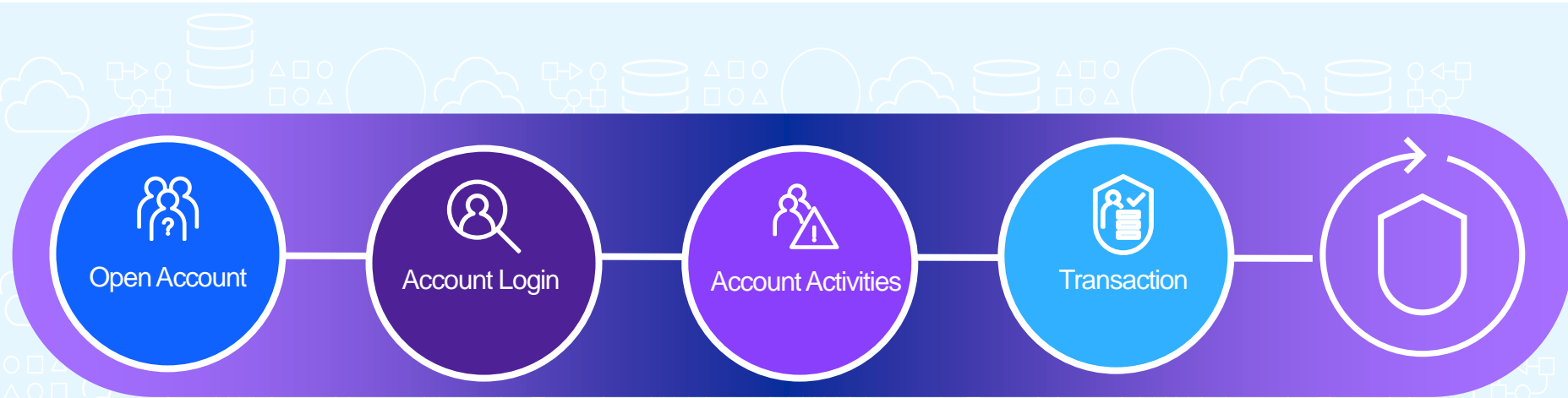
- Threat Intelligence – FS-ISAC, European Cybersecurity Centre
- IBM Trusteer PPD
- IBM Trusteer SDK

### ○ DATA CONSUMERS

- Ticketing System
- Call Center
- App Server
- Core Backend



# Challenges across the customer's digital journey



# What is Trusteer

## Customer Problem

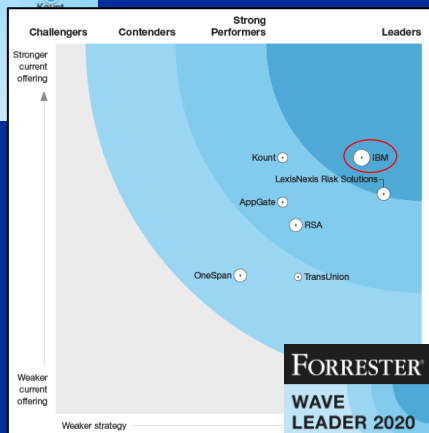
TRUST users when they register to or use company's digital services, so the business can provide best experience while limiting risk exposure.

## Value

Trusteer provides an accurate **identity risk assessment** in real time, analyzing user behavior, device and session risk for detecting **Account Opening Risk** and preventing **Account Takeover (ATO)**.



#1 Leader in the OnlineFraud market



## Holistic Risk Assessment

Registration

Login

Activity

### Identity Verification

- Mismatched data
- Mobile reputation
- Known bad device
- Non-human behavior (BOT)

### Device Intelligence

- Device Fingerprint
- Malware
- Emulators
- Virtual Machines
- Rooted/Jailbroken
- Known bad device

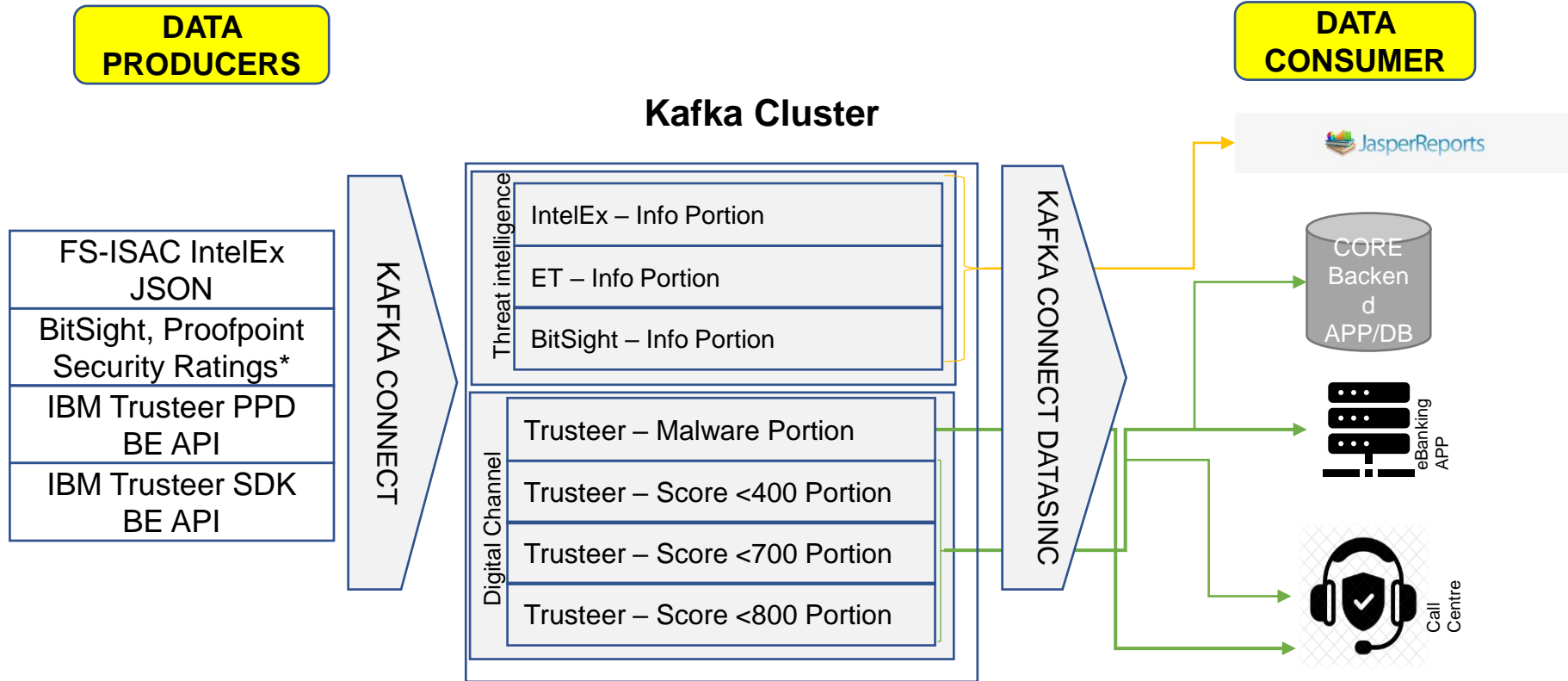
### Session Intelligence

- Behavior Anomaly
- Compromised Credentials
- Phishing
- Remote Access
- Spoofed IP
- Location Velocity
- Navigation Patterns
- Transaction data anomaly

### User Intelligence

- Behavioral Biometrics
- Risky Network / VPN
- Non-human behavior (BOT)

# Fraud Management Automation on Digital channels



\*Optional Per customer - available are other source connectors



Trusteer and Safer Payments welcome the right customers in, while helping to keep fraudulent activity out

**Uncover omni-channel fraud faster and more effectively**



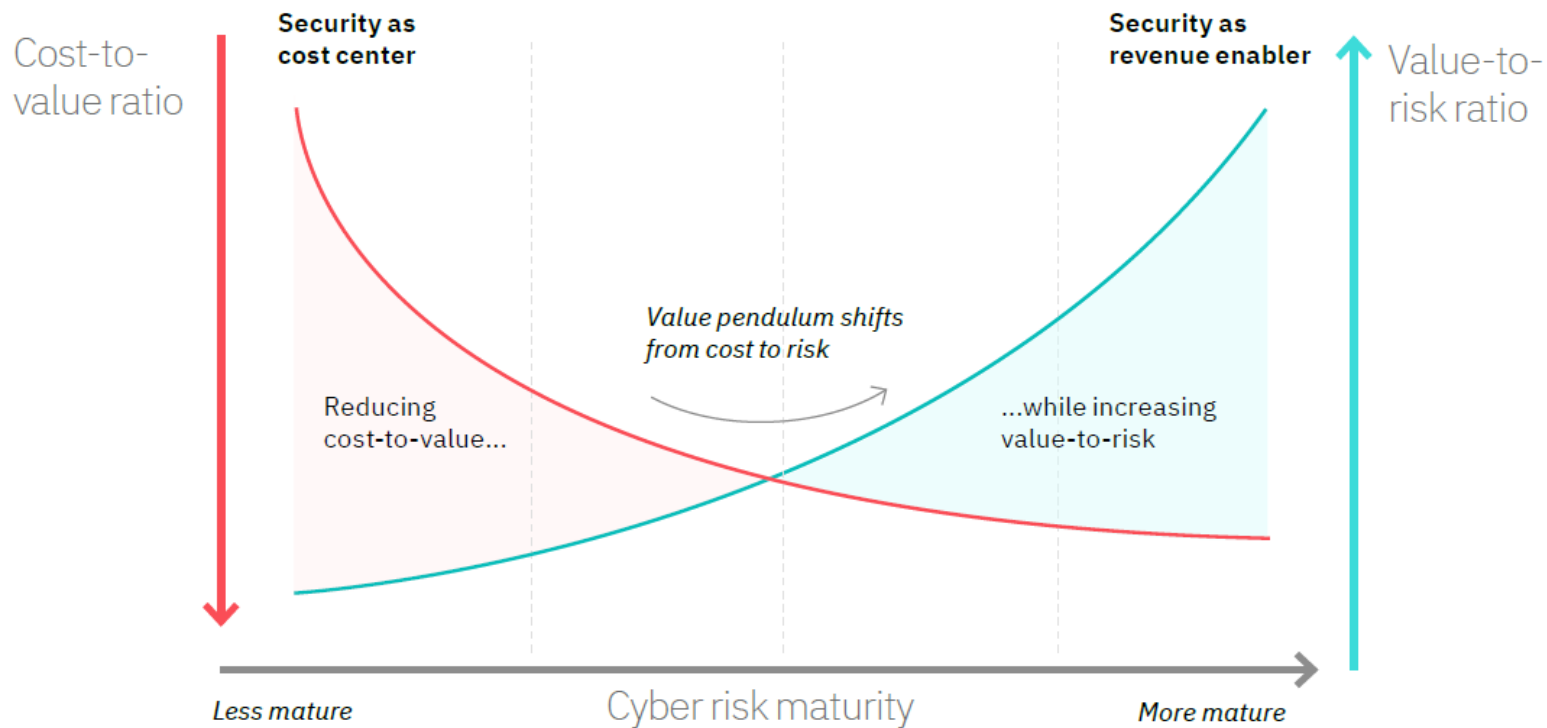
Assess the risks across channels to determine if true users or fraudster

Deliver intelligent fraud detection backed by cognitive technology

Help create a better, customer experience

## Risk awareness pays off

A better understanding and avoidance of security risks power performance.





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