Kaspersky®
Fraud Prevention

Kaspersky Fraud Prevention x e-Commerce and Retail

It is time for retail and e-commerce sector to team up with a proven cybersecurity provider to be able to reach the happy medium between seamless user experience and high protection of data.

www.kaspersky.com/fraudprevention

#truecybersecurity

Overview of the field

Given the rise of technologies, customers have high expectations regarding the service:

- Seamless access to the digital account
- High level of personal data protection
- Being able to access accounts from multiple devices anywhere anytime

In the past year, almost **7% of digital services users** were subject to various kinds of identity fraud, while account takeover losses tripled and reached more than **$5 billion** globally.

Moving to the digital world means elevating cybersecurity for e-commerce and retail enterprises. It is essential to provide security for consumers during the entire session, including registration, login and transactions, but not limited to this.

Meanwhile fraudsters are constantly evolving in their methods and means. For example, fraudsters are now utilizing **triangulation fraud**, which is in effect a sophisticated **three-step plan**:

- Offer low priced products of high demand through a fake ecommerce store, where payments can only be made with credit cards. This enables fraudsters to collect data.
- Fraudsters are then able to purchase the requested product from the legitimate store and deliver it to the victim as would be expected.
- The fraudster is then able to use the stolen credit card data for their own purchases.

Kaspersky Fraud Prevention

Kaspersky Fraud Prevention helps organizations achieve that happy medium between usability and security of digital services. Backed by Kaspersky Lab's 21 years of experience in cybersecurity, Kaspersky Fraud Prevention takes pride in helping service providers reach the pinnacle in protection. All this with flexible case management & forensic capabilities that significantly reduce the operational costs for enterprises.

Finding the perfect balance between seamless interaction and secure design is key to providing digital services at the highest level. Kaspersky Fraud Prevention strives to help providers achieve the golden standard of data and service protection.

Kaspersky Advanced Authentication

- Prioritizing legitimate users and detecting suspicious ones
- Risk Based Authentication continuously monitors numerous unique parameters
- Real-time analysis of biometrical, behavioral and environmental data
- Legitimate users proceed to their digital accounts without any unnecessary verification steps, which means reduced second factor costs for providers

Kaspersky Automated Fraud Analytics

- Advanced machine learning makes sure that all data and activity are monitored throughout the whole session
- Continuous detection and analysis of in-session events like bots, malware, remote administration tools, new unknown devices, web-injects, and more
- Identification of new account fraud and account takeover incidents
- Global mapping, link building and device identification

Kaspersky Fraud Prevention

Advanced Authentication

Created for frictionless & continuous authentication, cutting the costs of second factor for legitimate users while ensuring high fraud detection rates in real-time.

Automated Fraud Analytics

Thoroughly analyzes events happening during the whole session and transforms them into valuable pieces of data. Events and incidents provided allow to make accurate and timely decisions and uncover complicated fraud cases.

Fraud Research and Analysis Team

Continue the conversation with our Analysts to learn how global threat intelligence and cutting-edge technologies combined will help you grow your business without security concerns and usability issues.

Key use cases for e-commerce & retail

New Account Fraud

- Immediate recognition of synthetic accounts
- Detection of new unknown devices

Account Takeover

- Uncovering signs of ATO at the stage of a login and throughout the session
- Detecting anomalies & suspicious behavior in real-time
- Accuracy and speed of detection

Technologies

BEHAVIORAL ANALYSYS
Building patterns of legitimate and fraudulent behavior

BEHAVIORAL BIOMETRICS
Building user profiles based on mouse, keyboard, and mobile phone usage

DEVICE ENVIRONMENT ANALYSIS
Analysis of session events happening around users and their devices

MALWARE DETECTION
Accurate detection of various kinds of malware in both web and mobile channels

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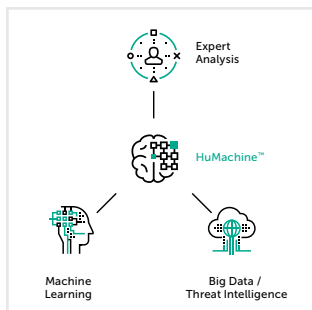
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