

KASPERSKY FRAUD PREVENTION

Tackling the causes of fraud
rather than treating symptoms

Kaspersky Fraud Prevention

- Protects online and mobile banking systems
- Prevents all major attack scenarios relating to clients
- Offers white label and other customization options
- Integrates easily and seamlessly into the bank's network without disrupting existing processes

Your bank's online financial services are under threat. Hundreds of millions of dollars are at stake. Any incident affecting your bank costs money and time – as well as wrecking long-term relationships with loyal clients. The security systems we have known in the past can only do so much. People remain the weakest link in the security chain and it takes proactive protection to stop a simple mistake turning into a costly crisis.

Case study – a real-life story of an everyday cyber-attack

It's every user's nightmare – checking their bank balance online and seeing some money has just disappeared to an unknown account. They blame the bank, the IT security team investigates, and it turns out the user was hacked.

A girl was working at her PC when she got an email, apparently from her bank, offering advanced protection for her mobile banking app as soon as she installed a new security certificate. It all looked legit, and of course she wanted to make sure her smartphone was safe. But when she clicked the link, she never noticed how her PC silently downloaded a malicious application

from a fake banking page. She just typed in her mobile number when she was asked.

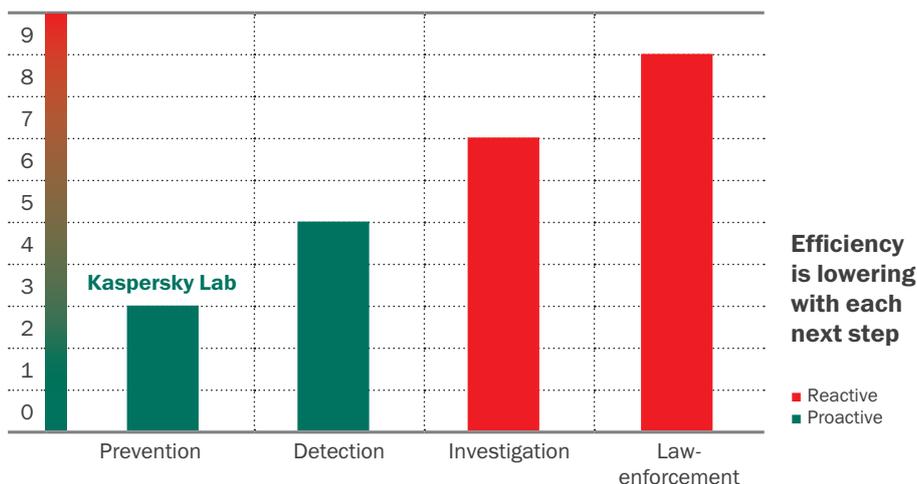
Soon she got an SMS asking her to install some code on her phone. It claimed to be a new security certificate for her banking app, but in fact it was another piece of malware. Now her PC and her mobile were infected and it was easy to steal money from her. The bad guys got her online banking details from the computer, logged on and began transferring the money. The one-time password that went to her phone was intercepted by the hackers so they could confirm the transaction and steal the cash!

The Kaspersky Lab solution

If Kaspersky Fraud Prevention for Endpoints was running on the girl's PC, the phishing link would have been identified and blocked. For added security, the built-in malware removal technology would have removed any malicious code from any source before it could do any harm.

If the bank's mobile application included Kaspersky Fraud Prevention SDK, the malware would have been detected and destroyed as soon as it was downloaded. For added security, the solution would recognize the SMS from the bank and keep it in a secure container.

Proactive protection – prevention is better than cure



Kaspersky Fraud Prevention adds a vital defensive layer to the bank's existing fraud protection. It takes care of PC-based users, via Kaspersky Fraud Prevention for Windows and Kaspersky Fraud Prevention for Mac, and protects customers who prefer to access their accounts from mobile devices, thanks to Kaspersky Fraud Prevention SDK.

Kaspersky Fraud Prevention does more than remediate after a fraud incident – it enables businesses to take **proactive steps** to stop fraudsters before they can

do any harm. The platform actively stops cybercriminals from stealing users' data, eliminating the causes of fraud **before it happens**.

The solution's Console also enables the bank's anti-fraud team to pinpoint the details of any incident, including the credentials that were used to access the account. This information could **help to absolve the bank** of any responsibility for the fraud, **reducing the cost** of refunds and compensation payments.

Benefits for your bank

- Flexible protection – the security solution can be **tailored to your organization's specific requirements**, ensuring that your trademark user experience remains intact.
- Save money – fewer fraud cases mean **fewer payouts** to customers and **less staff time taken up** by investigating and resolving incidents
- Protect your reputation – trust is vital to every bank and reports of high-profile **frauds can wreck valuable business relationships**, even with clients unaffected by a security breach
- Easy to install – a single flexible licensing model **covers all platforms** and the solution can be operated alongside the bank's existing security solutions.

The Kaspersky Fraud Prevention platform is built on Kaspersky Lab's own **in-house technologies** to protect against the full range of threats that target banks and their users:

- a. Protection against phishing** – as soon as the application is installed it leverages the power of the Kaspersky Security Network cloud service and advanced heuristic technologies to reliably defend against even the latest phishing campaigns.
- b. Protection against malware that targets banking credentials** – cybercriminals try to create sophisticated programs to launch lucrative attacks on Internet banking channels and takeover accounts or hijack transactions. Kaspersky Fraud Prevention ensures that users have a safe working environment on the PC or mobile device that is connecting to your bank.
- c. Protection for online and mobile banking connections** – Kaspersky Fraud Prevention makes sure that the user's connection the banking site is safe, preventing Man-in-the-Middle attacks.
- d. Safe Browser every time** – Kaspersky Fraud Prevention opens a Safe Browser for every online banking session. Safe Browser prevents any unauthorized intrusion into browser processes and protects the user's data against malware, screen grabs, keylogging and clipboard hacking.
- e. Self-protection** – technologies ensure that users stay protected even if malware attacks the security solution itself.
- f. Extra protection for mobile banking** – data protection technologies keep payment information and SMS communications between users and the bank safe from prying eyes. Risk detection ensures that mobile devices are free from malware or vulnerabilities that could jeopardize transactions.

Why do you need additional fraud prevention technology?

The 2014 IT Security Risks Survey found:

- **73%** of businesses consider a bank's **reputation for security** when **choosing who to trust** with their accounts.
- **82%** said they would consider **leaving** a bank that **suffered a data breach**.

- **Just 51%** believe that financial organizations do enough to **protect sensitive information**.

Even though your bank already has some fraud protection, is that really enough to keep your business safe and preserve those valuable client relationships?

Why choose Kaspersky Lab?

Kaspersky Lab is a world leader in protection against malware, boasting almost two decades of technological expertise in combatting the most sophisticated online threats. Over **400 million people worldwide** are protected by Kaspersky Lab's technologies and **270,000 companies** use our solutions to safeguard

their businesses. Unique expertise in thwarting all manner of online financial threats is in the company's DNA. And it's not just Kaspersky Lab users who have faith in the company's expertise – independent testing organizations like [AV Test](#) and AV Comparatives regularly confirm the reliable and powerful protection on offer.

In-house research for industry-leading security

Kaspersky Lab is one of the leaders in cyber security technology thanks to our dedicated emphasis on in-house R&D. One third of the company's 3,000 employees are directly involved in creating and developing the best possible security solutions and about 300 of them focus on researching new cyber-security threats and producing innovative, cutting

edge protection methods. Our research shows that **about 325000 malicious files** emerge every day, many of them specifically designed to target banks and payment systems. The company's performance in specialist independent testing proves that few can match Kaspersky Lab's ability to identify and protect against the newest cyberthreats.

Focused on people, not just technology

We don't just protect transactions – we protect the people who put their trust in your bank. With a huge user base of 80 million people worldwide, all connected into our Kaspersky Security Network cloud infrastructure, Kaspersky Lab can provide swift big data analysis and

deliver a prompt response to any emerging threat. Our technologies take that information and use it to deliver protection to millions of people, directly on the devices where they access the Internet.

Customizable and flexible

We understand that end users demand a smooth, stress-free online experience. That's why our protection technologies do their work quietly and efficiently in the background, without disturbing users. While some other companies offer inflexible 'one-size-fits-all' solutions, Kaspersky Fraud Prevention is fully customizable through our White Labelling system, enabling banks to incorporate Kaspersky Lab's expertise seamlessly into their own website experience.

The Kaspersky Fraud Prevention platform features Kaspersky Fraud Prevention for Endpoint (protecting Windows and Mac) and Kaspersky Fraud Prevention SDK (protecting iOS, Android and Windows Phone users). Together these deliver powerful protection for your customers, saving your bank time and money and supporting your corporate reputation.

Contact us to find out more: Kfp_hq@kaspersky.com
<http://www.kaspersky.com/business-security/fraud-prevention>