

DIGITAL BANKING SUCCESS – BALANCING SECURITY AND THE USER EXPERIENCE WITH KASPERSKY FRAUD PREVENTION

Don't let fraudsters limit your banking ambitions

Your customers have been quick to embrace digital banking services – and many are now demanding additional functionality and simplified processes that offer them new levels of convenience.

Capitalizing on these demands can help your bank to:

- Roll out profitable, new online and mobile services
- Manage and reduce your day-to-day operating costs
- Optimize the user experience that your services deliver

... while also helping you to differentiate your brand – so you can boost customer retention rates and win new clients.

However, along with the growing digital banking market there is a rising tide of digital fraud. Highly organized cybercriminals are constantly developing new and sophisticated methods of undermining banks' and customers' defenses to access usernames, passwords and ultimately, money.

Can you do more... to protect your money and your reputation?

No matter how well you protect your internal IT systems, your customers' computers and mobiles can be the weak links that enable fraudsters to strike.

Furthermore, the increasing popularity of mobile banking is bringing greater risks. Even customers that vigilantly protect their computers against malware and phishing campaigns often fail to understand that their mobile devices can be just as vulnerable.

Unfortunately, when criminals attack, your business could be left having to cover your customers' costs – and dealing with long-term damage to your hard-won reputation.

Rigorous security is an absolute necessity – but only if it's capable of delivering the necessary protection while also ensuring a smooth, productive banking experience for your customers.

Powerful security that won't get in your customers' way

Kaspersky Fraud Prevention delivers multi-channel security technologies that help you to defeat more fraudsters and deliver a frictionless and efficient service to your customers. It gives you a choice of technologies that provide protection at your customers' endpoints – including their computers and mobile devices – and within your own corporate network.

Whatever devices your customers use to access your services, our technologies ensure that their user experience is positive and their data is safe - at the same time freeing you up to focus on growing your market share.



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