



**▶ ONLINE AND MOBILE BANKING,
YOUR RISKS COVERED**

WITH KASPERSKY FRAUD PREVENTION

ONLINE AND MOBILE BANKING, YOUR RISKS COVERED

WITH KASPERSKY FRAUD PREVENTION

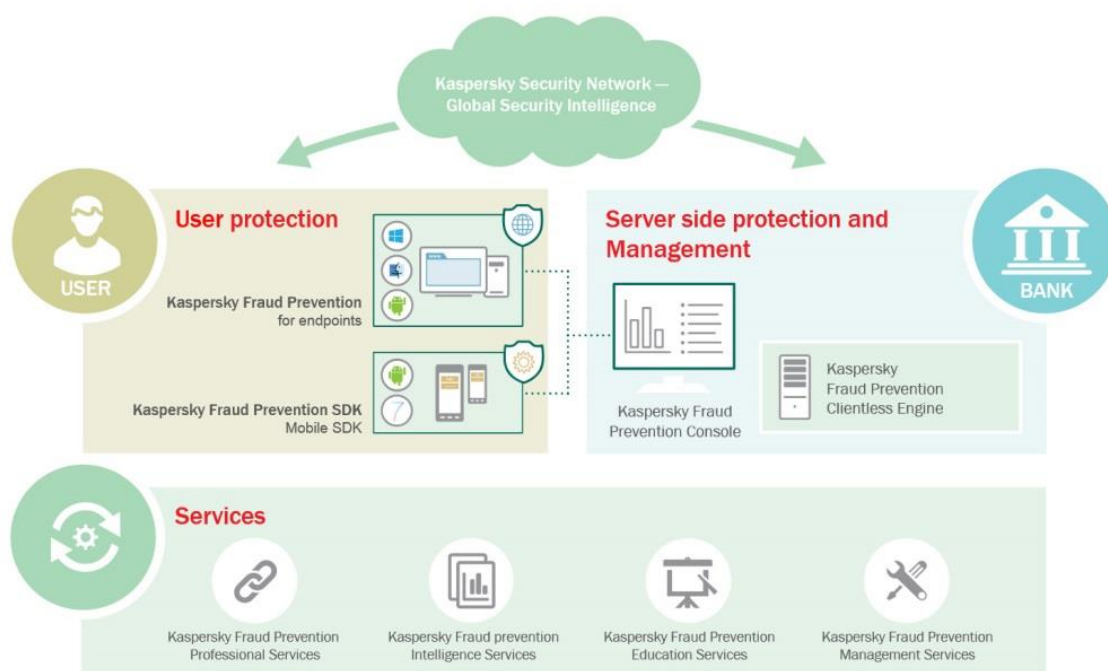
Financial fraud is a serious risk with damaging consequences if not properly addressed. Year on year this risk becomes more complex with organised gangs of criminals using increasingly sophisticated techniques to compromise financial transactions and steal money.

These attacks consist of multiple stages. Some of these stages, such as malware infections and social engineering scams take place on the client side and some – such as fraudulent transactions and unauthorised withdrawal of funds – on the service side e.g. within an organisation's infrastructure.

It is obvious that due to the complicated nature of these cyber-attacks, addressing such threats demands a comprehensive, multi-layered approach, comprised of high-end protection technologies and unique up-to-date knowledge delivered by recognised security experts.

Until recently it was almost impossible to fully address these risks. The tools to protect customers utilising online financial services were just not available. Standard banking measures (such as multifactor authentication) or anti-malware solutions are not enough because they do not protect all types of actions which are performed by a user of online financial services. And when it comes to financial transactions, it is of paramount importance to protect each stage of the mobile and online banking journey.

There are a number of effective anti-fraud systems used by banks worldwide to help combat fraud, but these measures are not enough if an organisation has a fragmented approach, for example, when an organisation utilises just server-side anti-fraud solutions or solely client-side endpoint protection. Only by deploying a multi-layered protection solution which takes into account intelligence data from multiple links of the online transaction chain, are you able to truly provide an acceptable level of protection.



For over 16 years Kaspersky Lab has researched and developed technologies for efficient protection against all types of cyber threats - including those targeting the financial sector. Using this experience Kaspersky Lab developed Kaspersky Fraud Prevention – a comprehensive, highly tailored and easy-to-use technology platform addressing fraud risks for online and mobile financial transactions.

This platform protects customers of financial organisations regardless of the type of device they use to access these services: PC, laptop, smartphone or tablet. The platform also includes a bank-side software component that detects malware and automatically identifies abnormal behaviour patterns in individual customers' transactions. Even if Kaspersky Fraud Prevention for Endpoints has not been installed, the Clientless Engine can prevent fraudulent transactions.

In addition to the innovative protection technologies within the Kaspersky Fraud Prevention platform, we provide educational and intelligence services using our unique expertise in detection, mitigation and even prevention of financial fraud.

Industry-leading fraud prevention for endpoints designed to combat and block online banking threats

Typically, financial organisations use protection techniques such as multifactor authentication. These solutions may not deter a cybercriminal; they will continue to invest stolen funds in order to bypass new protection and look for new attack methods.

In other words, CVV2, one time passwords and tokens are no longer enough to ensure that customer transactions will not be intercepted. But it is possible to complement such measures with additional protection tools that will make any attempt to obtain financial credentials less feasible, no matter what resources cybercriminals have at their disposal.

Kaspersky Fraud Prevention for Endpoints is an easy-to-use yet highly effective solution, with world-class multi-layered security across all key software platforms such as Windows, Android, Mac and iOS. Couple this with a comprehensive set of mobile SDK technologies that can be customized upon request to meet the specific needs of financial organisations.

The Kaspersky Fraud Prevention solution benefits from access to Kaspersky Security Network, an advanced global security intelligence network made up of 60 million users worldwide.

Kaspersky Security Network can rapidly identify new threats, from anywhere in the world so your customers can benefit from protection against the very latest threats.

Kaspersky Fraud Prevention is unique in its ability to protect your customers, regardless of whether they're accessing your services via online or mobile channels.

Simple yet powerful protection, monitoring and management tools

The server side of this solution is the Clientless Engine – the bank-side component, which is based on unique technologies designed to detect fraudulent transactions. There are three main components - Malware Detection Service, Behavioural Analysis and Rules that analyse information from various sources. Information that comes from the client-bank system and its users' information is analysed by the Malware Detection component of the KFP Clientless Engine.

In addition to this, if cybercriminals try to make a payment transaction on behalf of a bank customer, then the Rules and Behavioural Analysis components block the operation by means of rule-based scoring algorithms and heuristic methods.

This means Kaspersky's Clientless Engine provides fraud protection to all the online and mobile customers accessing your banking services, without any impact to their customer experience, and without having to install any endpoint protection.

Another bank-side component is KFP Management Console. It provides you with a comprehensive view of online fraud prevention and ensures customers' online banking transactions are completely protected.

Delivering a total solution for your organisation with the Kaspersky Fraud Prevention Services Portfolio

Today cyber-attacks on banks are highly sophisticated and specific targeted attacks need to be analysed and investigated. Kaspersky Lab is a world leader in malware analysis and incident investigation, detecting and combating threats such as Gauss, a cyber-threat designed to monitor online banking accounts. Gauss steals detailed information about infected PCs including browser history, cookies, passwords, and system configurations. It is also capable of stealing access credentials for various online banking systems and payment methods and much more.

That's why Kaspersky Fraud Prevention offers a combination of security modules and security services – to deliver in-depth defense, while allowing you to tailor your security to your specific needs:

- ▶ **Intelligence Services** - customised reports delivered on a monthly basis including breaking news on financial threats, analysis of top banking malware with key data fluctuation graphs, global online banking threat indicators and quarterly in-depth reports.
- ▶ **Education Services** - cyber security training sessions held by Kaspersky Lab experts to assist in the deployment of Kaspersky Fraud Prevention software and security by the people who fight cybercriminals on a daily basis.
- ▶ **Professional Services** – dedicated incident investigations and forensics performed by Kaspersky Lab's team of experts.
- ▶ **Security Account Manager** – a dedicated communication channel to Kaspersky Lab's experts; your Security Account Manager will be your key point of contact and their availability will be tailored to your specific organisational needs.

Benefits

The main advantages of Kaspersky Fraud Prevention are:

- ▶ Preserves your businesses reputation
- ▶ Support in meeting your compliance and regulatory objectives
- ▶ Boost customer satisfaction and loyalty – giving you a competitive edge
- ▶ Provides your organisation with Kaspersky Lab global security intelligence and deep security insights
- ▶ Increases adoption of high-margin and high-retention services like online banking, mobile banking and bill pay
- ▶ Complements financial institution brands with “security” value

This multi-layered security approach which powers Kaspersky Fraud Prevention allows your financial institution to leverage the most advanced threat intelligence network in the world.

Leading positions in independent tests:

- ▶ AV-TEST Innovation Award 2013
- ▶ MRG Effitas Online Banking and Endpoint Security
- ▶ MRG Effitas Online Banking/Browser Security
- ▶ Online Payments Threats Testing Report from matousec.com



About Kaspersky Lab

Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions. The company is ranked among the world's top four vendors of security solutions for endpoint users. Throughout its more than 16-year history Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for large enterprises, SMBs and consumers.

Contact us to find out more:

- ▶ Kfp_hq@kaspersky.com
- ▶ www.kaspersky.com/fraudprevention