



Kaspersky
Fraud
Prevention



Ready
for GDPR

Kaspersky Automated Fraud Analytics

Implementing a security strategy is not only about the cutting-edge technologies. It's about the data you get and the ability to use it along with technologies.

That's what Automated Fraud Analytics is created for: to make sure you know about the possible fraudulent activity when it has not started yet, have all the data and analysis crucial to make accurate and timely decisions and uncover complicated fraud cases.

Threats

- Fraud on the rise – growing customer concerns
- Higher fraud level – risk of regulatory fines
- Missing the attack incubation stage
- Emerging complexity of attacks – legacy solutions are not enough

Functional Capabilities

- Automated global entity linking and mapping
- Deep-learning-based behavioral analysis
- Flexible rules engine configuration

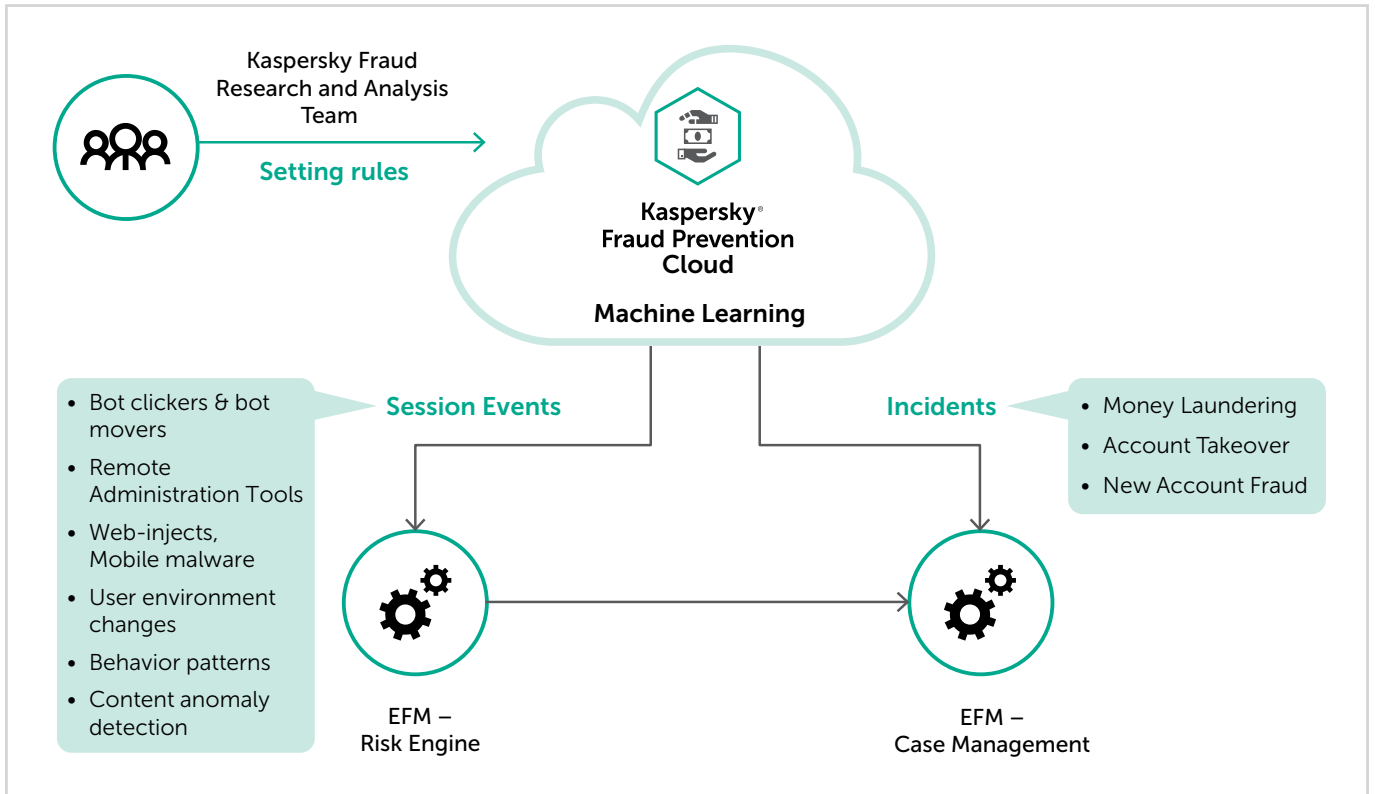
Use Cases

Account Takeover – What if you know who is beyond the device in your digital channel? What if you know how the user behaves in the digital journey? That's what we look at with Kaspersky Fraud Prevention. We help you learn more about your customers, providing you with valuable data and knowledge to see the anomalies and suspicious behavior before fraud has even been committed, while ensuring that your valued customer doesn't unnecessarily lose access to their account.

New Account Fraud – To protect your organization from New Account fraud, Kaspersky Fraud Prevention applies core technologies like behavioral biometrics and analysis, as well device and environment analysis, to build patterns of good and bad behavior. The solution is able to identify accounts specially created to commit fraud: steal miles, generate bonus points and bring inflict harm to business.

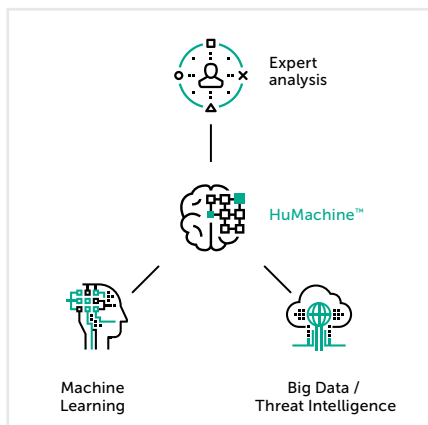
Money Laundering – With entity-linking functionality and device fingerprinting, Kaspersky Fraud Prevention reveals groups of accounts accessed from one PC or mobile device. Behavioral analysis enhances the detection rate meaning good users can be separated from fraudsters. Thanks to global device reputation, Kaspersky Fraud Prevention also detects links between money mules across companies stopping the cross-organizational fraud schemes.

Fraud Intelligence – throughout the whole session all of the events happening around the users, their devices, biometric and behavioral peculiarities and deviations are thoroughly analyzed. Access to session events allows to find various kinds of suspicious activity such as Remote administration tools, bots, malware and many others. Combination of technologies and expertise makes it possible to customize the solution for the business needs, and thoroughly investigate the detected cases of fraud.



Benefits

- **Real-time detection** of suspicious activity even before fraud has actually damaged the business
- **More fraud scenarios** detected with higher level of accuracy
- **Uncovering the fraudster rings** with global device reputation and extended fingerprinting
- **Detection of cross-organizational Money Laundering scenarios**
- **Generation of ready-to-use incidents** feeding your internal monitoring solutions
- **Advanced incident investigation capability** with comprehensive GUI



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#truecybersecurity
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