

KASPERSKY FRAUD PREVENTION

Your bank's online financial services are under threat. Hundreds of millions of dollars are at stake. Any security incident affecting your bank costs money and time – refunds and compensation payments are just the tip of the iceberg.

Tip of the iceberg: total cost of fraud



Traditional security systems can only do so much. People remain the weakest link in the security chain, and it takes proactive protection and remediation to stop a simple mistake turning into a costly crisis.

A real-life story of an everyday cyber-attack

Take a typical customer – let's call him Joe. While surfing the web, social networking, going about his usual business, Joe has unknowingly picked up a piece of carefully constructed malware.

When Joe logs in to his online bank account with you, that malware introduces a Banking Trojan that injects extra fields into the login page of your web portal. But the page still looks completely legitimate to Joe, so he innocently enters his credentials, including his full password and his cellphone number, which are requested in the new fields 'for security reasons'. He also downloads and installs the new 'security certificate' provided (more malware, of course) onto his mobile device.

Using Joe's stolen credentials, the cybercriminals are now free to help themselves to his, and your, money from his online account. You text him one-time passwords to confirm these transactions, but your SMSs are now easily intercepted on Joe's malware-infected phone by the fraudsters, and never reach him.

Joe just wanted to bank safely with you – that's why he answered all those 'security questions' from his attackers, and installed the 'Security Certificate' malware onto his phone. And until Joe checks his account, he won't even know what's happened. At which point, his problem becomes your problem.

You need to harden your security, keeping your users confident that their money is safe and their transactions confidential, and protecting your bank against attacks which can take many different forms and adopt a whole spectrum of innovative techniques.

But while users expect to be safe, they also expect and demand straightforward, convenient access to online banking. The balance between user-friendliness and advanced protection is a fine one: enhanced security at the cost of customer satisfaction is not acceptable.

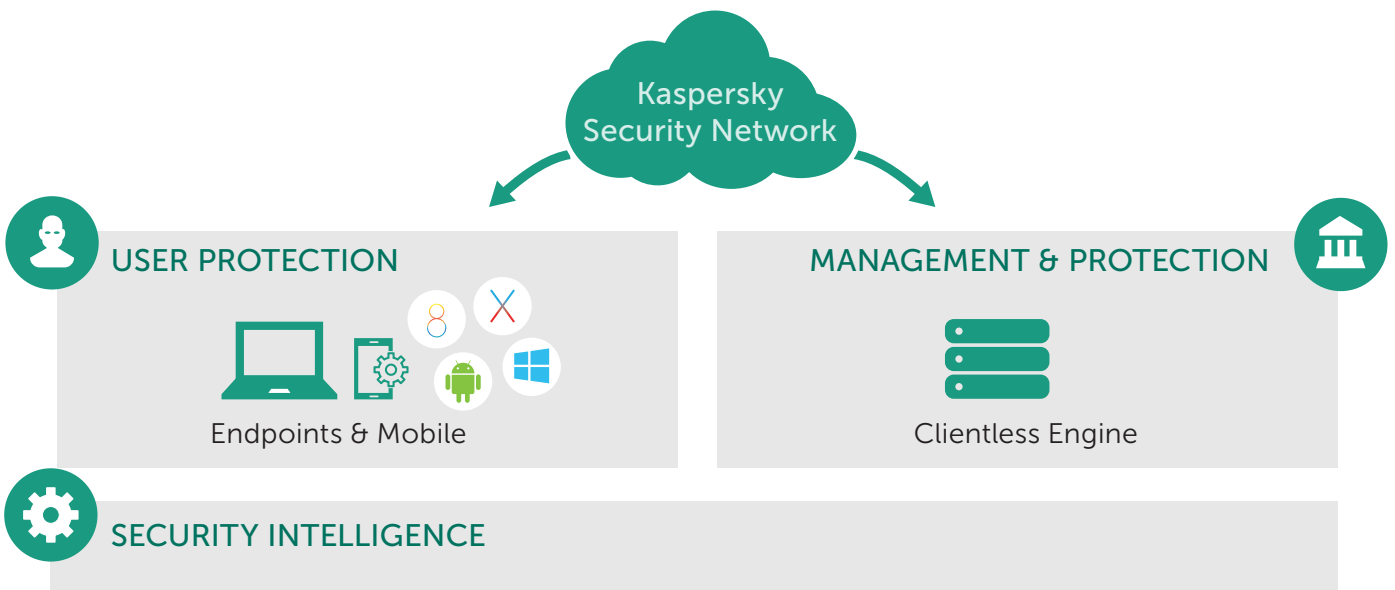
HOW DO YOU PROTECT JOE, AND PROTECT YOURSELF FROM JOE'S ATTACKERS, WITHOUT IMPACTING ON HIS CUSTOMER EXPERIENCE WITH YOU?

Kaspersky Fraud Prevention technologies would have:

- **Detected and alerted you instantly to the malware** that injected extra fields into your web pages, and to Joe's actions in populating them – **so all of the above could have been prevented right from the start**
- **Identified and destroyed the fake 'Security Certificate'** provided before Joe installed it onto his phone
- **Stored all SMS messages from your bank to Joe separately** in a secure area on his phone, so they could not be intercepted
- **Provided powerful endpoint anti-fraud security** for the devices Joes uses to bank with you, which you could have offered him or advised him to install
- **Kept Joe's online banking experience with you secure as well as easy and hassle-free**

Kaspersky Fraud Prevention:

- Protects online and mobile banking channels
- Proactively prevents all major attack scenarios relating to you and your customers
- Delivers frictionless protection with no adverse impact on your user experience
- Integrates easily and seamlessly into the bank's network without disrupting existing processes
- Is ready to be branded and customised to your requirements



EMPOWERING YOUR FINANCIAL INSTITUTION TO RETAIN AND GROW...

- **Safe, happy customers** – a clientless engine allows you to **deliver user-friendly, proactive protection seamlessly to all your customers**, regardless of their preferred device or platform.
- **Cost-savings** – reducing fraud attacks generates **clear, quantifiable financial savings**, including **fewer direct losses** like pay-outs to customers, **reputational costs** in terms of lost business, **legal costs** and regulatory scrutiny, and **operational costs** including time spent on investigating and resolving incidents.
- **A secure reputation** – trust is vital to every bank, and **reports of high-profile frauds can wreck valuable business relationships**, even among clients not directly affected.
- **Your brand** – Kaspersky Fraud Prevention can **be tailored to your organization's specific requirements**, supporting and enhancing your brand.

MULTICHANNEL FRAUD PROTECTION

Kaspersky Fraud Prevention addresses both PC based online and mobile banking channels, preventing and detecting fraud attacks regardless of how your customers bank and the platform or device they use.

PROACTIVE FRAUD PREVENTION

Kaspersky Fraud Prevention provides **powerful additional layers** of proactive protection for you and your customers **with no adverse impact on user experience or business processes**.

Kaspersky Fraud Prevention does not just remediate – it actively prevents cybercriminals from stealing your users' data, **eliminating the causes of fraud before it happens**.

NON-DISRUPTIVE FRAUD DETECTION

Kaspersky Fraud Prevention supports the bank's existing fraud protection systems, providing additional detection functionality, enabling the non-disruptive management of online fraud-related incidents before they become a problem.

Kaspersky Fraud Prevention's forensic capabilities, enabling your anti-fraud team to pinpoint the details of any incident, are a powerful ally in helping absolve your bank of responsibility, reducing the potential cost of pay-outs and compensation.

HOW IT WORKS

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:

Phishing – from the instant of installation, the Kaspersky Security Network cloud service and advanced heuristic technologies detect and block the latest phishing scams.

Malware that targets banking credentials – cybercriminals create sophisticated programs to launch attacks on Internet banking channels that take over accounts and hijack transactions. Kaspersky Fraud Prevention ensures that no infected device can access your bank's online system, and takes care of bank's customers who have fallen victims of fraud by offering Kaspersky Fraud Prevention for Endpoints as a remediation tool.

Attacks on online and mobile banking channels – Kaspersky Fraud Prevention ensures that the user's connection to your digital banking system is safe, preventing Man-in-the-Middle attacks.

Browser infiltration and Web Injections – opening for every online banking session, Safe Browser prevents unauthorized intrusion into browser processes and protects your users' data against malware, screen grabs, keylogging and clipboard hacking.

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 CHOOSE KASPERSKY LAB?

Kaspersky Lab is a world leader in cybersecurity, 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. Unmatched expertise in identifying and protecting against cyber threats, including financial attacks, is in Kaspersky Lab's DNA. Our solutions consistently earn the top scores in more independent tests than any other vendor.

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 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 325,000 malicious files** emerge every day, many of them specifically designed to target banks and payment systems. Kaspersky Lab's performance in independent testing proves that no other vendor can match our 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. We share your objective of keeping all your customers safe and happy. Using a range of technologies to address different attack vectors, we apply holistic protection

to your customers however and whenever they bank with you. And we ensure that none of this advanced protection interferes with their enjoyment of banking with you.

RAPID, ADVANCED PROTECTION

Kaspersky Lab's complex distributed infrastructure – Kaspersky Security Network (KSN) – automatically processes information about potential malware and suspicious behavior that's occurring on many millions of volunteers' devices.

The fact that KSN can analyze real-time data about potential threats enables Kaspersky Lab to provide your customers' devices with a much more rapid response to newly identified threats.

FLEXIBLE

Kaspersky Fraud Prevention supports your overall security strategy by introducing additional comprehensive layers of security (proactive prevention, early stage detection) integrating smoothly into your existing systems. Our protection technologies do their work quietly and efficiently in the background, without disturbing you or your end-users.

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@kaspersky.com

<http://www.kaspersky.com/business-security/fraud-prevention>