

KASPERSKY FRAUD PREVENTION - MOBILE BANKING APP SECURITY

The mobile app has introduced a fundamental change to banking. A generation of consumers now prefers to conduct banking transactions, like so many aspects of their lives, on a diverse range of mobile devices.

As mobile banking becomes almost universal, a whole new set of threats is emerging. Cybercriminals have not been slow to exploit the opportunities provided by millions of new, often inadequately secured, mobile endpoints interfacing with banks like yours.

Attack techniques commonly employed include:

- **Second factor password hijack** – intercepting one-time authentication SMSs.
- **Fake (phishing) banking apps and malicious windows** – simulating your app's data entry window to collect the user's personal data and credentials for sale or use.
- **Financial malware** – penetration attacks including Banker and SMS Trojans.
- **Connectivity and web browser threats** – including man-in-the-middle attacks and spoofing.

And while user behavior, from downloading inappropriate apps and clicking on unknown links to insecure WiFi networks, often plays into the hacker's hands - it's the bank that ends up taking the financial hit.

How to secure your mobile banking without compromising your users' experience?

Kaspersky Lab has the answers.



Kaspersky Fraud Prevention SDK secures mobile banking transactions through:

- **creating a malware-free, secure device environment** for your banking app to operate in.
- **protecting the connectivity between user and bank** against SMS interception and data leakage.
- **identifying and blocking even the most advanced cyber-threats**, including financial malware and fake apps 'phishing' for user credentials.
- **delivering frictionless security**, with no disruption to users.

A more secure environment frees you to expand the capabilities of your mobile banking app, providing more features and functions to further enhance your mobile user experience as well as keeping your bank, and your users, safe.

Kaspersky Lab is one of the world's fastest-growing cybersecurity companies and the largest that is privately-owned. The company is ranked among the world's top four vendors of IT security solutions (IDC, 2014). Since 1997 Kaspersky Lab has been an innovator in cybersecurity and provides effective digital security solutions and threat intelligence for large enterprises, SMBs and consumers. Kaspersky Lab is an international company, operating in almost 200 countries and territories across the globe, providing protection for over 400 million users worldwide.

Learn more at www.kaspersky.com.