

# KASPERSKY FRAUD PREVENTION – HELPING YOU AND YOUR CUSTOMERS BEAT ONLINE FRAUD

How can banks protect themselves from rapidly escalating levels of online fraud, without compromising their user experience?

**It's a nightmare** – tightening your security screws might reduce risk, but can also lose you customers, as banking online with you becomes more complicated and less convenient.

**How big is the problem?** Is protecting your bank against malware lodged on compromised customer machines really practical, or should you resign yourself to writing off losses incurred through fraud attacks on your online users?

**Online banking fraud is escalating fast** – we estimate by up to 65% a quarter\*. And the standard anti-malware software most users rely on, however effective, can't provide specialist protection against financial 'phishing' trips and banking Trojans.

**So what can you do?**

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\* <https://securelist.com/analysis/quarterly-malware-reports/69872/it-threat-evolution-in-q1-2015/>

## You can:

- **Educate your users** – explain how not to become a victim, warn them about new threats and incidents and promote safe online practices.
- **Suggest they protect themselves** by installing appropriate security on their machines.
- **If the worst happens – look after your customers and offer remediation against future attacks** with appropriate financial security software for their machines.

Kaspersky Fraud Prevention for Endpoints keeps your customers and their machines fully protected from financial fraud, so they can bank with you easily and conveniently online, without exposing themselves, or you, to risk.



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](http://www.kaspersky.com).