

Prevent Online Fraud

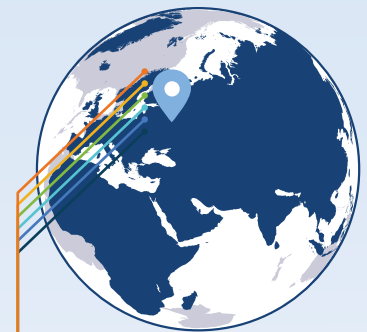
Geolocation and IP Intelligence Technology Help Prevent Online Fraud Losses and Automate the Authentication Process

Companies collectively lose billions of dollars each year globally to online fraud. In today's e-business ecosystem, online fraud is recognized as a pervasive threat that affects companies across all industries, regardless of size. Once veiled in secrecy, fraud, and the manner in which businesses address it, is now in the spotlight due to the proliferation of media coverage and increased market and consumer awareness. Beyond the monetary losses for companies, pressure from industry regulators, the media, and customers are putting businesses in a defensive stance. Unfortunately, many companies are making hasty decisions regarding their online fraud-prevention methods in favor of completing the quick sales conversion.

IP Geolocation Preserves the Customer's Online Experience

The continued rise in digital transactions will only result in more prolific data breaches than ever before, increasingly sophisticated fraud attacks, and new cashless and card-not-present (CNP) payment methods. Younger demographics will drive online spending growth and will continue to press the envelope for faster checkout methods. And companies will find themselves at the crossroad of security and efficiency.

As fraud-prevention solutions advance to address new threats, companies will continue their struggles to engage and succeed in an evolving landscape they don't fully understand—taking their focus away from selling products and retaining customers. Companies will need greater hands-on help to protect against and mitigate online threats to revenue. How can merchants identify genuine customers at the earliest opportunity while managing fraud effectively? With geolocation and IP intelligence technology. Armed with real-time information based on users' geographic locations, companies of any size can successfully remove the anonymity barriers unique to the Internet—protecting their online assets, customers and reputations.



Russia

IP Address: 207.253.192.161

City: Moscow

Country: Russia

Connection Type: Wired

Proxy: Anonymous

ISP: TransTelekkom

Prevent Online Fraud

Benefits

Balance Risk Management

Leverage geolocation information to determine which transactions to review and which to allow, creating a balance between blocking legitimate customers and decreasing losses from fraud.

Shore Up Fraud Controls

Leverage real-time user information to strengthen identity verification, such as flagging account access from unusual or high-fraud areas.



Detect Proxies

Identify access from proxies, which are notorious for allowing users to remain anonymous and avoid detection—a major red flag in online fraud detection and prevention.

Strengthen Digital Profiles

Expand user profiles by adding IP Intelligence-based attributes that allow detection of out-of-the-ordinary access and transactions based on normal user patterns.

Reinforce Customer Experience

Simplify and make the customer authentication process more efficient while remaining invisible to end users.

Meet Some Clients



EXTRADE



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US Headquarters:
+1 678.258.6300

UK Headquarters:
+44 (0) 2035 142 663

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