Card-not-Present Payment Fraud

Detecting and stopping card-not-present (CNP) payment fraud

Highlights

- Uniquely identify users' devices via device ID and complex device fingerprinting
- Detect device/user/session risks by using multiple technologies to determine if account access is anomalous (including proxy detection, device spoofing, etc.)
- Use a global criminal device database to stop access based on device reputation
- Address online, mobile and cross channel attacks by correlating device risk and account credentials compromise history across all channels

E-commerce organizations across retail, social media, gaming and other consumer services continue to experience massive growth in online transactions. As more shoppers, travelers, gamers and other consumers adopt online platforms, organizations now need an accurate and innovative way to separate criminals from customers. At the point of purchase, Card-not-Present (CNP) transactions and other forms of payments must be analyzed for fraud risk to reduce losses, chargebacks, false rejects, customer churn, and the internal overhead associated with manual reviews and remediation.

Detecting payment fraud requires start-to-finish visibility to account access and payment card usage from the device, session and user perspectives. Unfortunately, traditional device ID systems lack the full visibility to today’s cross channel and multi-vector attacks and cannot uniquely identify most mobile devices. In contrast, IBM® uses multiple technologies to detect transaction anomalies including device fingerprinting, device spoofing detection, proxy detection, device geo-location, device-account access patterns, user behavioral analysis, and more. IBM also leverages a global criminal device database based on fraudulent access detected at any one of our hundreds of customers.

The IBM Security Trusteer suite of holistic fraud-prevention solutions combines device reputation and risk factors with account credentials compromise history via malware and phishing to more accurately detect high risk transactions. Our distinct visibility to the entire fraud life cycle enables organizations to mitigate fraud risk and eliminate the overhead of manual reviews, fraud claim investigations and recovery of funds, while maintaining a hassle-free customer experience.

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For more information

To learn more about the IBM Security Trusteer portfolio of fraud prevention solutions, contact your IBM representative or IBM Business Partner, or visit: ibm.com/security

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