



Highlights

- Uniquely identify users' devices via persistent device ID
- Detect mobile device risk factors via accurate detection of jailbroken/rooted devices, mobile malware, fake apps, etc.
- Protect native mobile apps and browser-based access by securing all mobile access paths
- Address online, mobile and cross channel attacks by correlating device risk and account credentials compromise history across all channels

Mobile Fraud Risk

Controlling mobile fraud risk

As mobile device adoption accelerates among customers, organizations must address a new set of risks created by the mobile channel. Criminals take advantage of the reduced effectiveness of fraud-prevention technologies, such as Device ID, to execute fraudulent transactions from a mobile device. Customers tamper with security protections by rooting or jail-breaking their devices. These actions allow malware and fake applications to take over critical device functions like SMS to steal credentials and personal information from victims.

IBM® provides a robust and innovative solution for detecting and mitigating mobile risk. IBM's dedicated on-device components provide an accurate and persistent device ID that is unique to each device. In addition, detailed device risk factors such as malware infections, rogue apps, and jailbroken/rooted devices are identified as well. IBM leverages a global criminal device database based on previously identified fraudulent access detected at any one of our hundreds of customers. For both mobile and web-based access, these device risk factors are evaluated by a mobile risk engine to more accurately determine login and transaction risk.

Beyond device risk, the IBM Security Trusteer suite of holistic fraud-prevention products address complex attacks that span the online and mobile channels. Unlike solutions that are limited to a specific channel, IBM correlates mobile device reputation and device risk factors with account compromise via malware and phishing attacks on the online channel. This capability allows IBM to reliably detect high risk transactions and account accesses with limited false positives.



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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IBM Corporation
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Produced in the United States of America

October 2014

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