

Reduce exposure to common threats

- Alternative Delivery Address Fraud
- Identity Theft
- Account Take-over
- Account Compromise
- Fraud rings

Adapt quickly to new threats

- IT-Lite integration - enabling fast deployment and flexibility
- Rapidly integrate new data sources
- Rapidly introduce new interventions
- Change existing interventions with minimal IT impact

Optimise the balance between risk and customer experience

- Define flexible parameters to for “acceptable” and “unacceptable” risks
- Only intervene when the transaction presents a genuine risk
- Improve the customer experience for your “good” customers
- Reduce needless and lengthy referrals

Virtual Store Detective

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Stop fraudulent transactions before they happen

Over 50% of all UK transactions now occur online (IMRG 2010), making the internet an essential channel for all retailers. Unfortunately, the remote channel also provides fraudsters with a faceless, low-risk and highly lucrative environment.

Despite advances in securing online transactions resulting in a recent drop in Card Not Present (CNP) Fraud, enterprising fraudsters are quick to find other ways of dishonestly obtaining goods and services. Instances of identity theft, account compromise, account takeover are becoming more and more frequent.

The inevitable impact of fraud is reduced profitability as refunds are issued, replacement goods are redelivered and call-centre advisers spend time pacifying victims.

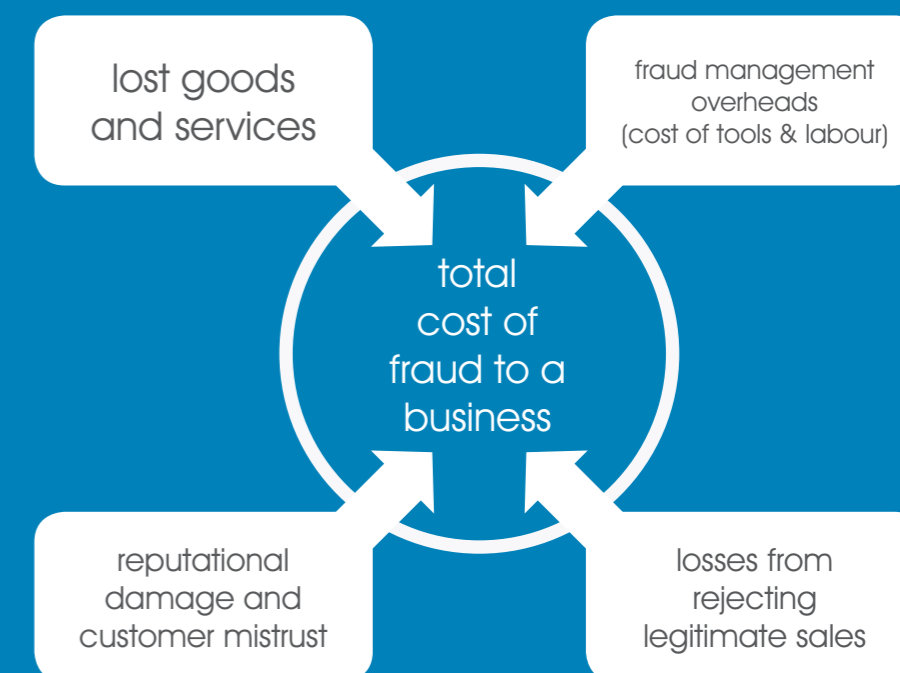
In a real-time, online environment identifying a fraudulent transaction after it has been completed is too late. Effectively reducing the total cost of fraud means preventing potentially fraudulent transactions before they happen – without creating a negative experience for genuine customers.

Effective fraud prevention involves:

- Identifying known fraudsters using all available reference data
- Understanding current threats
- Real-time visibility of existing transactions
- Integrating real-time data and intelligence into online platforms to enable potentially fraudulent transactions
- Rapidly adapting how real-time data and intelligence is deployed to respond to new threats

Virtual Store Detective provides online retailers with the ability to:

- Integrate multiple datasets in real-time online
- Deploy real-time interventions to prevent potentially fraudulent transactions
- Make changes quickly without changing your web infrastructure
- Flex interventions to ensure the optimal balance between risk and negative impact on “good” customers



Virtual Store Detective

About Transactis

Transactis products and services enable our clients to make better, faster and more informed decisions that generate greater efficiencies, profit and an enhanced experience for their customers.

Our products and services include:

- TransAction – detailed transactional data compiled from individual buying behaviour across 186 leading Home Shopping brands.
- Vision® – our Single Customer View and Prospect Pool solution
- DataHealth® – an extensive range data hygiene services
- ActionAnalytics – find opportunities for increased profit within your customer data
- Contact Strategy and Multi-Channel Campaign Management – intelligent application of event triggers, insight and personalisation
- Document Solutions – encompassing personalised mail, email, websites, transpromotional documents and catalogue / brochure production

Prevention is the only cure

Reducing the value of lost goods and services and minimising the resource required to handle customer enquiries, claims and back office investigation means stopping fraudulent transactions before they happen. Achieving this whilst also ensuring that sales volumes are not compromised requires flexibility and speed.

The essential elements for reducing the total cost of fraud are:

- Identifying known fraudsters – making use of all available shared data
- Understanding how fraudsters operate – analysing how fraudulent transactions took place
- A means of monitoring / tracking all transactions in real-time
- Integrating data, intelligence and real-time monitoring to identify potentially fraudulent transactions
- A means of changing how transactions are accepted / processed / rejected according to risk level in order to minimise losses and impact on “good” customers’ experience

In addition, the enterprising nature of fraudsters means that existing threats are constantly evolving and new threats are identified on a frequent basis. This makes it vitally important that fraud prevention measures can be rapidly deployed and reconfigured on a frequent basis without impacting on IT systems and resource.

Virtual Store Detective provides an IT-lite deployment with flexible, rules-based configuration that enables you to automate processes to reduce referrals, stop fraudulent transactions and minimise the impact on sales and customer experience.

- Identify, isolate and target specific threats in real-time
- Use additional reference data to inform your strategy
- Make real-time intervention based on flexible parameters to avoid **potentially fraudulent** transactions



Virtual Store Detective is powered by Application Mediation Technology from FMT. Its position in front of a website it makes installation straightforward and simplifies the process of making changes.



integrate multiple datasets online

Virtual Store Detective allows you to utilise external reference data sets alongside your own data to inform how you take action in real-time. New data-sets can be deployed within

the application and rules configured to enable you change how transactions are processed, accepted or rejected based on what is known about an individual visitor to the website.

Device recognition and reputation

Using up to 100 variables individual PCs / laptops / handhelds can be “finger-printed” and matched to their usual user. Using this capability alongside shared information on known fraudulent devices allows known fraudsters to be blocked,

additional verification to be requested from “risky” or unknown devices, and transactions from “safe” devices to continue unhindered.

integrate multiple processes

On identifying a “risky” transaction, rather than stopping the transaction there and then it may be better to request additional information from the customer or change the way a transaction is processed or fulfilled.

Virtual Store Detective allows intelligent strategies to be implemented - e.g. communicate with a customer via another channel or change the fulfilment option.

Change individual web journeys

Virtual Store Detective can store its own web content, change the way that a page is displayed or divert visitors to alternative content within a website.

This makes it possible to seamlessly manage how intelligent strategies are implemented within an existing web session.