

Fraud Prevention Without Friction

Account Takeover

36B

Credentials breached in 2020¹

WHY BEHAVIOSEC?

End ATO, unnecessary friction, and false identities with BehavioSec.

- Reduce false alarms from transactional systems by over 90%².
- Automatically detect automation, bots, and aggregators.
- Empower fraud analysts and cut time-to-decision at lower cost.
- Safeguard customers and your relationship with them.
- Over 200 million accounts protected in some of the world's top financial institutions.

Behavioral biometrics collect and analyze the unique attributes of live human-digital interactions to verify a digital identity is who they claim to be.



Reduce false alarms, detect sophisticated attacks, and protect customers using account takeover protection from BehavioSec®

ACCOUNT TAKEOVERS ARE OUT OF CONTROL

Account takeover (ATO) losses surged 90% year-on-year in 2021.³ Why? Because static defenses are not enough for the combined onslaught of credential stuffing, third-party data breaches, malware and social engineering. Despite organizations' best attempts, their bottom line and reputation continue to suffer as attack patterns grow more sophisticated each passing day.

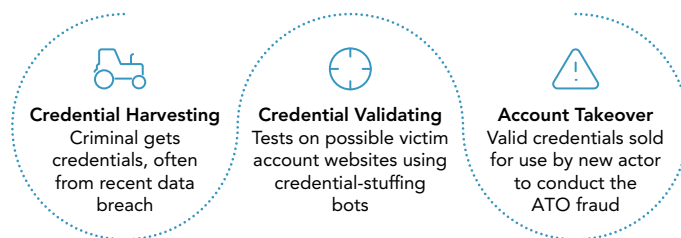


Figure 1 – Typical ATO attack process

Many solutions make a bad situation worse, without significant fraud reduction, by only focusing on potentially harmful anomalies. This approach generates too many false alerts when genuine customers do anything unusual — like buying a new phone or being in a new location.

Criminal actors are aware of the weaknesses of traditional fraud tools. They know they can hide by simply bypassing or manipulating device and location checks with tools and techniques like:

- social engineering
- man-in-the-browser
- malware
- remote access tools (RATs)

And if they do accidentally trigger a response, or the customer is protected by multifactor authentication, they can bypass those protections using SIM swap fraud, or another round of social engineering.

End result? Growing fraud losses and time spent investigating alerts — which takes focus away from proactively stopping real fraudulent activity.

SOLUTIONS



Financial Institutions

Reduce costs, fraud, and friction, and give customers a secure and seamless digital experience while protecting your business and their privacy.



Merchants

Reduce loss of goods and services, lower liability, protect customers, and improve shopping experiences..



Enterprises

Defend your remote, mobile workforce from security incidents, identity theft, productivity loss, and friction while reducing exposure to insider threats.

KEEP ACCOUNTS SAFE WITH BEHAVIORAL BIOMETRICS

Instead of depending on static information, one-time security, and easily spoofed signals, BehavioSec continuously analyzes all activity throughout a user session – detecting both negative and positive behaviors.

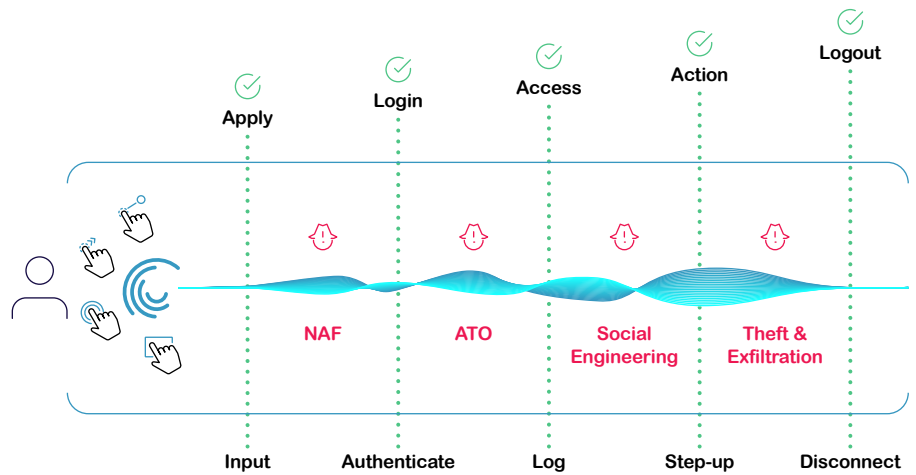


Figure 2 – Continuous authentication with behavioral biometrics

With this behavioral insight, you can accurately evaluate customers at scale. Even better, our verification signal acts as a continuous authentication layer, virtually eliminating the need for step-up challenges. With us, you can:

- ✓ Stay ahead of fraudsters and their most complex attacks
- ✓ Reduce step-up friction and false fraud alerts
- ✓ Save time, money, and consumer friction

BehavioSec begins scoring data from day one, following users from entry to exit – including onboarding, recurring access, and transactions. As the user interacts, our platform continuously and silently collect behavioral signals for real-time analysis by the machine learning engine.

BehavioSec continuously analyzes each session for a wide set of risk and trust factors. This provides you with a rich set of intelligence signals to detect and stop even the most sophisticated fraud attacks **from day one**, while users and customers interact without friction.

BehavioSec®, a LexisNexis Risk Solutions company, is an advanced behavioral biometrics technology provider, safeguarding millions of users and billions of transactions. BehavioSec provides a highly predictive behavioral biometrics solution that uses behavior analysis for continuous authentication to establish identity trust and help prevent fraud.

¹ Number of "Breached" Records Hits 36 Billion in 2020
<https://www.infosecurity-magazine.com/news/number-of-breached-records-hits-36/>
[Accessed 19 November 2020]

² Protecting a Global Bank from Account Takeover (ATO)
<https://www.behaviosec.com/wp-content/uploads/2020/11/bhs-case-study-stopping-ATO-in-global-bank.pdf>

³ Identity Fraud Losses Total \$52 Billion
<https://www.javelinstrategy.com/press-release/identity-fraud-losses-total-52-billion-2021-impacting-42-million-us-adults> <https://www.security.org/digital-safety/account-takeover-annual-report/>
[29 March 2022]