

RSA® eFRAUDNETWORK™ PROACTIVE FRAUD PROTECTION

Sharing information to combat fraud

During a recent POC for a global financial institution the eFraudNetwork showed:

- 30% detection rate of all confirmed fraud
- .01% false positive rate
- 89 out of 90 flagged cases were confirmed fraud

The RSA eFraudNetwork service (eFN) can help organizations proactively identify and track fraudulent profiles, patterns and behaviors across more than 150 countries. The RSA eFraudNetwork service is the industry's first and largest cross-institutional, cross-platform, international online fraud network. In existence for many years, it currently has over 8,000 contributors worldwide, including financial institutions, credit and debit card issuers, health care firms, internet service providers, wireless providers, high-tech companies and government and law enforcement agencies.

Shared fraud intelligence can prevent losses from occurring by enabling organizations to proactively combat known cybercriminals. RSA monitors and tracks fraudulent profiles, patterns and behaviors across an extensive network of customers, ISPs and third-party contributors. When an active fraud pattern is identified or suspected, the fraud data, transaction profile and device fingerprints are moved, in real time, to a shared data repository. More than a simple IP blacklist, the fraud intelligence information within the eFN is continually updated by the eFN contributive partners, RSA Identity Protection and Verification (IPV) customers, as well as analysts at RSA's Anti-Fraud Command Center.

The intelligence added to the eFraudNetwork not only comes from multiple sources, it is comprised of many different types of data elements: IP addresses, device fingerprints, cookies, mule accounts etc. These fraudulent elements are determined and scored according to risk to ensure that the information in the eFraudNetwork is accurate. Case management feedback on confirmed fraud, a unique authentication feedback loop and frequency of time seen by the risk engine are all used to set expiration dates and risk scores for each element. This intelligent scoring method based on fraud-to-genuine ratio and frequency using machine learning algorithms increases the effectiveness of the network. No identifiable information is shared and all data is cleansed prior to being added to the eFraudNetwork.

THE POWER OF COLLECTIVE FRAUD INTELLIGENCE

The power of the eFraudNetwork ecosystem is the ability to stop fraud in real time whenever and wherever it strikes around the world. The eFraudNetwork can prevent fraud from occurring in organizations by learning about the fraudulent information that has already occurred and disseminating that intelligence across the network. Customers using the RSA IPV suite of products can be automatically enrolled in the eFraudNetwork service. Direct feeds on real-time fraud threats are sent to the RSA IPV Suite: RSA Adaptive Authentication, RSA Adaptive Authentication for eCommerce, RSA Transaction

Data Sheet



“Partnering in the RSA® eFraudNetwork™ service has accelerated our learning about anti-fraud technology and developing a comprehensive fraud strategy. In fact, it’s been such a success that what started out as a single project has now extended into other areas of the bank and will be developed even further.”

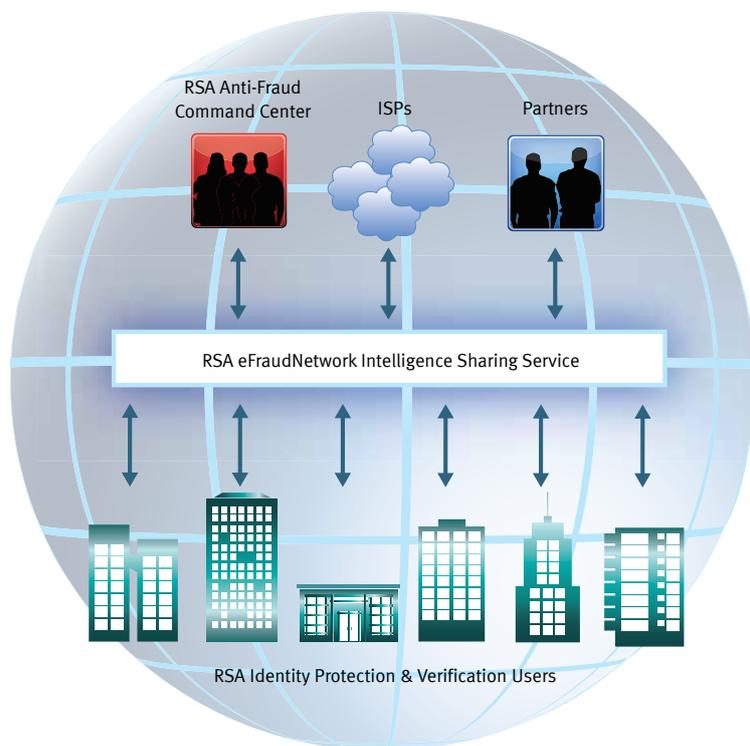
FRAUD STRATEGY MANAGER

Monitoring and RSA Identity Verification. When a transaction or activity is attempted by a device, IP address or user that appears in the eFraudNetwork as fraudulent, it will be deemed high risk and either blocked, prompted for further authentication or passed to an analyst for further review, based on customer policies.

Connected, shared information can provide even better security than siloed, non-connected environments. Gain the cumulative fraud intelligence gleaned from a community of 1/2 Billion devices, 250M users and thousands of customers.

RSA eFRAUDNETWORK INTELLIGENCE COMMUNITY

The eFraudNetwork is not just about data sharing, it is about combining the forces of fraud teams across the globe’s largest institutions—working as a community to fight fraud together.



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