



KASPERSKY FRAUD PREVENTION FOR ENDPOINTS

PROTECT YOUR CUSTOMERS FROM FINANCIAL THREATS*

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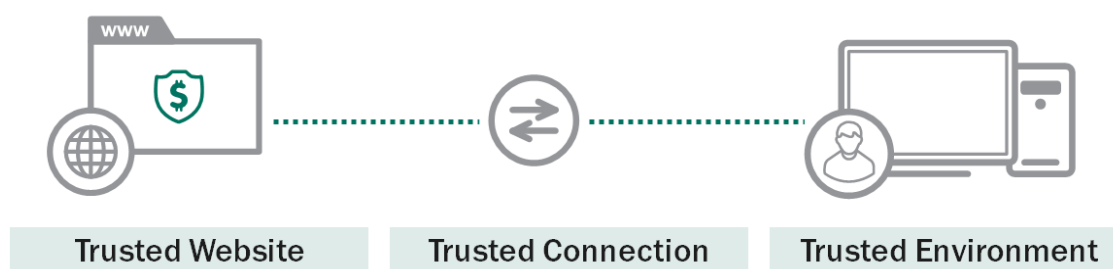
PROTECT YOUR CUSTOMERS FROM FINANCIAL THREATS*

Banks are constantly investing heavily in financial security systems, but still mobile and online banking fraud risk persists and banks experience both financial and reputational losses. This is due to the fact that online-transaction fraud typically involves corruption of an end user's environment, not the banks. Even multifactor authentication solutions are not always enough to combat fraud; since there is a proliferation of malicious tools designed to bypass these safeguards.

Until recently it was almost impossible to address these risks, due to the lack of specifically designed tools to protect customers utilising financial services online. Anti-malware on its own is not enough, a solution which protects end users at every stage of their online or mobile banking journey is crucial to prevent fraud.

Kaspersky Lab (one of the fastest growing IT security vendors in the world), has developed a highly tailored and easy to use scenario-based protection solution 'Kaspersky Fraud Prevention for Endpoint'. The online and mobile protection technologies built into this solution provide multi-layer fraud detection, consisting of three key components:

Trusted Banking



Trusted Websites

Kaspersky Fraud Prevention for Endpoints denies fraudsters the opportunity to redirect an end user to a phishing bank web site therefore preventing the theft of payment information. This guarantees that end users are accessing a genuine banking website or online payment site, not a fake one.

Trusted Connection

Kaspersky Lab's digital certificate verification service establishes that the site is authentic. If the certificate cannot be verified, Kaspersky Fraud Prevention for Endpoints blocks access to the online payment site and therefore doesn't allow fraudsters to intercept financial transaction data.

Trusted Environment

To ensure complete safety each and every time, prior to each transaction Kaspersky Fraud Prevention for Endpoints checks an end user's device for operating system vulnerabilities and prevents possible attempts to compromise its security by rogue software.

Benefits

The main advantages of Kaspersky Fraud Prevention for Endpoints are:

- ▶ **Specifically designed for financial transactions:** Delivers online and mobile fraud protection that traditional anti-virus software can't. Supplements your existing security systems.
- ▶ **Multiplatform:** Provides multi-layered security for any kind of online and mobile transactions and the key platforms (Windows, Windows Mobile, Android, Mac & iOS).
- ▶ **Customisable:** Kaspersky Fraud Prevention SDK for mobile platforms provides you with the ability to create your own mobile application for protection of customer's financial data.
- ▶ **Accurate:** One of the lowest levels of false positives in the industry, proven by independent tests.
- ▶ **Real-time:** Automatic cloud updates continuously distribute the most current protection allowing you to always be ahead of the threats.
- ▶ **User friendly:** Easy to run and fully automated – so your customers don't need special IT skills.
- ▶ **Fast deployment:** Simple and quick deployment – saving your IT team time and expense.
- ▶ **Flexible:** Kaspersky Fraud Prevention can be quickly, easily and cost-effectively tailored to your organisations specific requirements.
- ▶ **White label:** Enriching your brand with reliability and safety values.

Kaspersky Fraud Prevention for Endpoints is a part of Kaspersky Fraud Prevention solution, which also includes:

- ▶ Bank-side server component Kaspersky Fraud Prevention Clientless Engine
- ▶ Kaspersky Fraud Prevention Management Console
- ▶ Kaspersky Fraud Prevention Services (Professional, Intelligence, Education and Management Services)

This multi-layered security approach powering Kaspersky Fraud Prevention allows your financial institution to leverage the most advanced threat intelligence network in the world, which guarantees the most reliable and fast protection for your customers.

Quality proven by industry experts

Kaspersky Lab protection solutions get leading positions in independent tests:

- ▶ AV-TEST Innovation Award 2013
- ▶ MRG Effitas Online Banking and Endpoint Security
- ▶ MRG Effitas Online Banking/Browser Security
- ▶ Matousec Online Payments Threats 1
- ▶ Matousec Online Payments Threats 2



About Kaspersky Lab

Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions. The company is ranked among the world's top four vendors of security solutions for endpoint users. Throughout its more than 16-year history Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for large enterprises, SMBs and consumers.

Contact us to find out more:

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- ▶ www.kaspersky.com/fraudprevention