

web-FRAUDgate 2.0™

Real Time eCommerce API Web Fraud Prevention Solution



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STOPS WEB-ORDER FRAUD

eCommerce diamond tool - cuts and reduces Web Order Fraud drastically from the first install

- Reduce Overall Chargebacks
- Increase Bottom-line Profits
- Reduce the Need For Manual Reviews
- Reduce fake registrations
- Increase Detection of Fraudulent Transactions
- Also Validate registrations and leads

Credit card fraud costs online retailers billions. **web-FRAUDgate 2.0™** offers an all-in-one fraud scoring system designed to give online merchants fast, simple and accurate information that delivers immediate results.

Real Time Verification Solution locks the gate on fraudsters using parallel, real time identification and fraud scoring. Credit Cards are validated, checked, scrubbed against various sets and a Fraud Score is issued in second 1.0 - 10.00. The higher the score, the higher the Fraud Risk-- Identity is validated in seconds and cross matched on 7 Data Points for evidence of Fraud or Risk. ID Verification meets or exceeds US Legal Compliance Standards (Name Address, TIN, EIN, SSN, DOB, Driver's License).

web-FRAUDgate 2.0™ rates each registration, new order and repeat order in two ways; Simultaneously authenticating identity, at banking level compliance standards, while detecting and filtering fraud scores on each order, **web-FRAUDgate 2.0™** can match the identity with the credit information using a simple API-SML web plug-in that will function in real time. One - two hour install and you are up and running protecting your business gateway saving time and resources.



Additionally **web-FRAUDgate 2.0™** will sort and filter your online customers by consumers and legitimate businesses to help you move non-business users from opening business accounts to opening consumer accounts using rules -- the end result less checking - 85% valid businesses passing through with minimal manual checking.



Reduces online Web registration eCommerce Fraud & Validates Businesses

Screen out Fraudsters and the threat of identity theft with dual confidence scoring system

- First FG1.0 rates each online order or registration by Fraud Score
- Then by Identity Verification confidence Scoring
 - Verification User Data points at banking compliance standards
 - Phone, Name, DOB, ip address, EIN, SSN and other data point verification
- Powerful fully integrated dual process of identity matching with credit card info provides ecommerce and all businesses the tools they need to accept, reject, challenge or review transaction in real time.

Automated eCommerce Gatekeeper provides Protection

web-FRAUDgate 2.0™ The automated eCommerce Validation Gateway is designed to separate Consumers from legitimate Businesses, and then validates various business data points to reduce fraud, risk and bogus new account online registrations. This Real Time process is accomplished largely by matching and analyzing data points submitted on the web online registration form, and then validating against several outside premium data sets.

The system takes in web based - eCommerce Registration Form data, and analyses and cross matches each field entry beginning with the ip address. The system will seamlessly match ip location versus stated location and phone, and then cross match phone to company name and EIN / TIN to the remote EIN Database. Records that pass all these criteria are largely legitimate, with the balance needing some manual authentication before approval.

Business rules will be in place to “score” the validity of the business. Simply asking for some of this information will move non-business users from requesting a business account to signing up for a consumer account, so the incoming volume will drop. All others will pass through the rule set and, based on scoring we define, will either auto-validate or pass to agents for manual follow up. Using the following business rules to validate whether the customer is or is not a valid business will result in roughly 85% of VALID businesses passing through with no manual checks required:

Main User Inputs

- Employer Identification Number (EIN) or Taxpayer Identification Number (TIN)
- Social Security Number (without this, we may miss small businesses that have few or no employees beyond the owner)
- Company Name
- Main Phone Number – Reverse to given stated Company Name
- Main Business Address
- IP Address of user logging into the site matching to stated GEO



Rules

- EIN and TIN matching to company name
- SSN matching to individual name
- Main Phone Number matching to phone number listings in national business listings or live Caller ID Database
- Main Business Address matching to phone and EIN/TIN information
- IP Address matched using IP Geo-location to ensure that the user is in the area listed and to if the domain is in any way linked to the business

Other optional rules are available, such as matching against Secretary of State Business records, Officer SSN listings, state professional licenses and more. In addition, unlock codes can be sent to direct or cell phone numbers to ensure that the user is able to access the phone number listed.

HISTORICAL MATCH RATES

- EIN Overall Average = 45%
- EIN note: EIN is a Maturity Indicator
- Overall Accuracy Compared to W9 Filings = 84.7%
(study by Home Depot Finance Integration Auditors)
- Medical = 83%
- Public Companies = 94.2%
- Established Mature Employers 50+ Employees = 61.2%
- Small Employers – Under 50 Employees = 38.1%
- Micro-Business – 10 and Under Employer – Private = 27%
- Micro-Business via SSN & TIN # by Owner Name = 39%
- Overall SSN Match Rate on SSN Reverse = 83%
- Gap Coverage Areas – Micro-Business, new and un-established, single proprietor, EIN and/or under age 27
- Overall Fraudulent Application Reduction = 78%

Simple Anti-Fraud Verification system that works

We can configure a simple eCommerce web-based anti- fraud id verification solution-- developing custom rules based on your industry and risk levels. Give us a chance to show how we can save you headaches, time, resources while protecting your eCommerce business against online fraud and risk with our simple API- XML plug-in solution. Let us help you with reduce your fraud orders and chargebacks, taking your business to a new level of compliance and risk prevention. Call today for more details and a **web-FRAUDgate 2.0™** test run.

- *Fully Customizable to Suit your needs.*
- *Scalable - system can process millions of transactions per hour*



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