

Investing in the Anomaly Detection Service

What is the Anomaly Detection Service?

A leading security solution to help protect financial institutions and their clients from the potentially devastating effects of Online and Mobile Banking fraud.

Why invest in fraud-prevention tools?

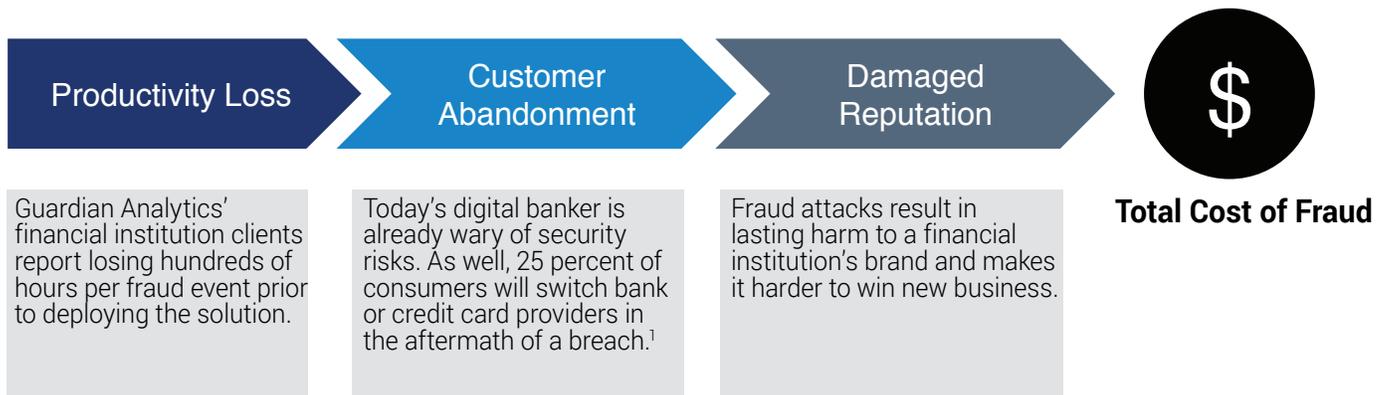
Security should be at the forefront of every digital banking service provider. As fraudsters find increasingly sophisticated ways to access confidential account information online, no financial institution can afford to disregard getting the right coverage.

Financial institutions should invest in the Anomaly Detection Service to manage risk and support their objectives to compete, grow and scale their business.

The real cost of fraud

A real fraud attack can lead to considerable financial losses for a financial institution, but in its wake, the attack can leave serious collateral damage, as well.

Consider the following additional losses when evaluating your anti-fraud strategy:



Why the Anomaly Detection Service?

- **Solution of choice:** Digital Insight has selected Guardian Analytics' FraudMAP as their preferred solution for preventing banking fraud and is offering FraudMAP to clients as part of the Digital Insight portfolio.
- **Strategic partnership:** Digital Insight and Guardian Analytics have a formal and long-term strategic partnership that includes reselling and supporting multiple FraudMAP solutions and integrated to work harmoniously with products offered by Digital Insight and our third-party vendors.
- **Joint roadmap:** The two companies have a joint product roadmap to deepen the existing integration and add automation capabilities.
- **Proven integration, deep expertise:** FraudMAP is proven in the market with hundreds of companies implemented and trillions of dollars protected. With the Digital Insight and Guardian Analytics partnership, we can deliver this solution with the ease and experience you're accustomed to.
- **Simplified vendor management:** Financial institutions can now work with one provider, Digital Insight, for comprehensive digital banking products and the fraud-prevention services that secure them.

Additionally, the Anomaly Detection Service will help you:

- **Generate revenue:** Enjoy the confidence to expand to new, revenue-generating services in the digital ecosystem.
- **Drive growth:** Strengthen your security message to win over new customers.
- **Improve service:** Gain greater visibility into customers' usage of financial products and features to enhance service levels.
- **Build loyalty:** Comfort account holders by letting them know you're taking proactive measures to keep their finances safe.

Best Threat Coverage

- Broadest threat coverage, including: malware, social engineering, breached credentials and purchased credentials.
- Difficult for criminals to study and defeat.

Widest Scope of Business Protection

- Protects 100 percent of account holders.
- No impact on banking experience.
- Covers all types of devices.
- Covers most payment types.

Highest level of Operational Ease

- No marketing required to increase client adoption.
- Actionable, prioritized alerts.
- No scenarios to train, no rules to create and maintain.
- No feedback loops needed to ensure rules are effective.
- Frees up staff to focus on serving high-priority accounts.

Conforms to minimum expectations of FFIEC Guidance for anomaly detection

"Building the Business Case for Investing in Fraud Prevention." Guardian Analytics 2014.

¹ Javelin Study: <http://www.securityweek.com/data-breaches-can-lead-customer-drop-survey-finds>

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