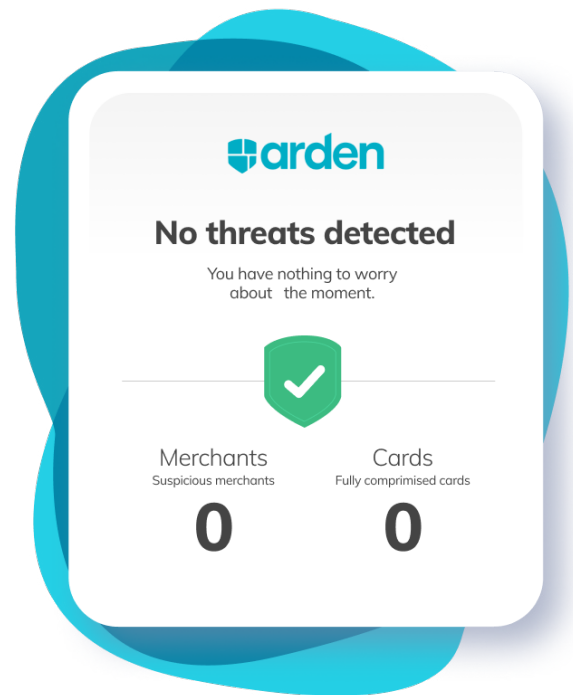




## CHECKLIST

# 5 Data-Driven Ways to Prevent Payment Fraud



While prepaid cards have expanded access to cashless transactions for millions across the globe, the reality is that these alternative payment methods are vulnerable to fraud. In fact, according to the latest report from the Federal Trade Commission, there were **38,000 crimes related to prepaid and gift cards in the U.S.**, accounting for **\$103 million in losses**. Getting ahead of fraudulent activity, though, is an enormous challenge for card issuers due to the ever-evolving nature of cybercriminal activity and how quickly it can happen – just a fraction of a second. And once it occurs, it's already too late. The card provider's goal, then, should not just be detection, but early prevention: to deploy fraud prevention services that will detect fraudulent activity before losses occur so that action can be taken to prevent it.

When it comes to fraud management and prevention, **every minute counts**. And the most effective way to get ahead of fraudsters and prevent loss is through the smart application of real-time data.

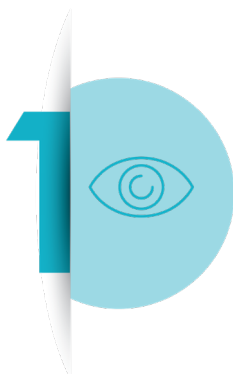
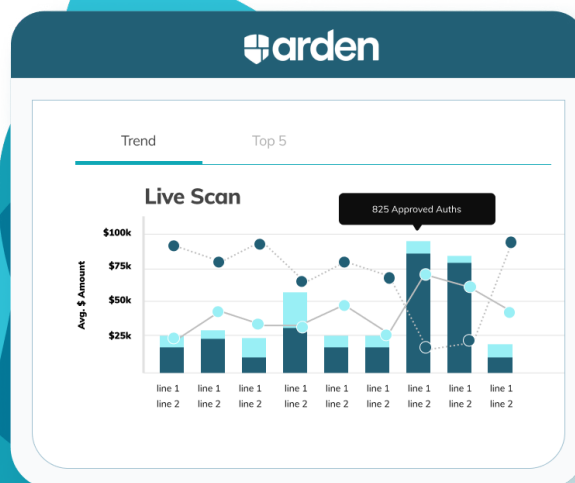
With over a decade of experience in the global payments sector, Brightwell was confident in our level of fraud prevention, utilizing a number of tools provided by payment processors and card networks. That all changed in 2020 when over 100 million CNP transactions were authorized on over 41,000 cards in just a few hours, resulting in a \$2.5 million loss.

But Brightwell isn't the only company that is vulnerable to these types of attacks. Our team has worked with a number of other clients who are experiencing the same pain and losses that traditional fraud tools miss. Additionally, **CNP fraud in the U.S.** is poised to reach \$5.9 trillion by 2023. Without a rigorous, robust data collection and interpretation system, catching fraud before losses occur is nearly impossible.



# Fight Payment Fraud

To effectively prevent payment fraud for your cardholders and determine how many of your cards may be at risk, we developed an **essential checklist of data needs** to learn whether your agents are armed with the right transaction monitoring tools.



## Visibility

First and foremost, **to interpret or apply your data in any way, it must be accessible to your transaction monitoring teams.** Often, agents aren't given access to all account information, and must make do with broad figures or one-off transactions. But these broad strokes don't suffice when painting the full picture of your portfolio. It's necessary to capture all details accurately to identify patterns in suspicious behavior. Without easy access to all of your data, there is no way to get a good idea of where your risks lie. All transaction details must be visible to your fraud detection agents so that they can comb through them to find the information they need, when they need it.



## Usability

Going hand in hand with visibility, the next step to preventing fraud is to **ensure that your data is usable.** If agents don't have access to a user-friendly platform where they can easily scan and analyze information, they won't be able to identify fraudulent activity quickly. In order for agents to effectively prevent fraud, having regularly updated data that quickly displays the information the agent is searching for, enabling them to make data-driven decisions confidently and within seconds.



## Relevancy

Your data can be both visible and usable, but if it isn't relevant, it won't help your agents prevent fraud. Without the ability to prioritize which cards and accounts are high risk, agents have to comb through piles of irrelevant data and won't be able to quickly identify fraud. To find patterns of fraud, agents must have **access to relevant data** such as spending patterns, the time of day of the purchase, and whether the cardholder has made a purchase previously at the store where the purchase is taking place. Good data must also be accessible across a span of time, with the ability to access not just transactions from today, but last month and three months ago. That way, trends and irregularities can be uncovered.





## Timeliness

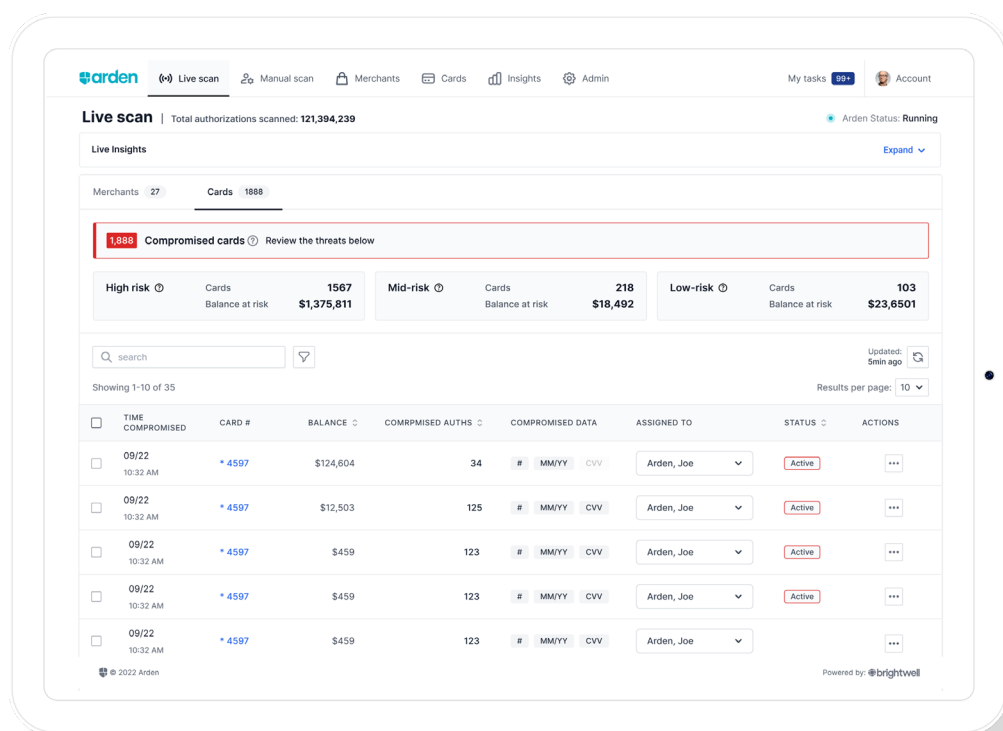
Arming your agents with pertinent, accessible data also means ensuring that they're getting the most complete, up to date picture. **Data must be delivered to them in a fast, accessible way so that they can act just before or as fraud is occurring.** With fraud losses occurring in just a fraction of a second, if you don't have a good way to send data alerts to your agents in a timely manner, then it will ultimately be impossible for them to do their jobs. Trends, red flags, and fraudulent activity need to be immediately communicated so that agents can quickly determine whether fraud is or is not going to occur, freeze accounts, and notify cardholders if necessary. By enabling that speed and unencumbered access, your agents will be able to spend less time on detection and more



## Fidelity

Most companies rely on outdated practices. For example, flagging a purchase as fraudulent every time a customer makes a purchase from a new retailer would lead to false positives and poor user experiences, creating friction and frustration in the purchasing process. Once all of your data is in order, you must also **ensure that your fraud detection policies are following industry best practices to offer your cardholders the best user experience.** By leveraging data from other card providers, you can better understand how fraudsters are working, get ahead of the most recent trends in their tactics, and adopt a targeted approach to fraud detection.

By combining each of these data needs, you will be able to arm your agents with exactly the information that they need to identify and mitigate fraudulent attacks, preventing fraud and protecting your bottom line.



# Take Action & Automate Fraud Detection

Arden, Brightwell's platform for identifying and preventing fraud, provides usable, visible, relevant, timely data in an easy-to-use interface that empowers agents to get ahead of fraud before it occurs with real-time fraud prevention. Years of experience with our clients around the world have given us the ability to build rules into the platform that go beyond industry-wide best practices. Through these measures, Arden has enabled teams to cut their fraud response times so that they can spend less time identifying fraud and more time on mitigation — the actual work of preventing fraud before losses occur.

Our clients observe a **95%** reduction in fraud.

Arden fraud protection integrates with processors, pulling data into a PCI-certified platform that automatically identifies threats and statistical trends, so that you can protect your portfolio and your customers. Our transaction monitoring services deliver only the relevant information, allowing your agents to see the full picture and get ahead of the next attack.



Are you ready to reduce time manually searching for suspicious activity, understand the real threats, and take action when it matters? Get ahead of fraud before fraud catches you and **request your demo of the Arden fraud detection platform today.**