**Kaspersky
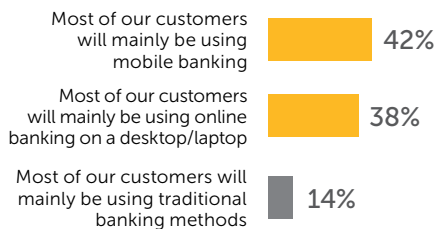Fraud
Prevention**

Kaspersky Fraud Prevention for Mobile

Boost your mobile channel growth with advanced real-time fraud protection

Most of our customers will mainly be using mobile banking	42%
Most of our customers will mainly be using online banking on a desktop/laptop	38%
Most of our customers will mainly be using traditional banking methods	14%

Most likely scenario for customer accounts servicing in three years' time

Software Development Kit (SDK) implemented to your mobile application ensures efficient protection from device-based attacks and provides statistics from mobile channel to Kaspersky Fraud Prevention Cloud.

Kaspersky Fraud Prevention for Mobile also includes

- Anti-Phishing and Fake Apps Protection
- Secure Connectivity
- Data Protection
- Financial Malware Protection
- Self-defense
- Integrity Control

Mobile channel – the future of digital banking

We spoke to representatives of financial institutions around the world about their businesses and thoughts about the future. The figures tell us that a significant number of their customers are going mobile. On average around half of banking customers are currently using mobile banking, and this figure is expected to increase, meaning that banks need to be in a position to protect a greater number of mobile users. [1]

Fraudsters follow. The rise of mobile channels has not gone unnoticed by the criminals constantly looking for new ways to commit fraud. While consumers continue to demand improved mobile banking services that help to deliver greater levels of convenience, the launch of every new service has the potential to create new opportunities for the fraudsters.

Kaspersky Fraud Prevention for Mobile delivers secure mobile banking services – without adversely affecting the user experience for your customers. Closely interconnected with Kaspersky Fraud Prevention Cloud, the Mobile solution provides full-scale mobile channel protection both on-device and on-account.

The Cloud solution with advanced technologies based on Machine Learning allows for comprehensive protection of the user account, constantly analysing statistics and data coming from the mobile channel.

Kaspersky Fraud Prevention for Mobile provides **overall risk assessment** where device, account, behaviour and environment are considered. Depersonalised statistics from the mobile channel are constantly processed by key technologies like **Behavioural Analysis, Behavioural Biometrics, Device and Environment Analysis and Clientless Malware Detection**.

Machine Learning methods applied to advanced technologies enable **Risk Based Authentication (RBA)** functionality. It is used to assess the risk during the login with the purpose of improving usability for honest users by decreasing the number of authentication steps, and to detect risky logins at an early stage.

Wifi Reputation	Geo-location	Malware	Root	Sim-control	Device Reputation	Behavioural Biometrics	Verdict
+	+	+	+	+	+	+	Green – allow access
+	+	+	+	+	−	−	Yellow – authentication needed
−	−	+	+	−	−	−	Red – block/limit access

1 Financial Survey Report 2017, Kaspersky Lab and B2B International.

Why should you choose Kaspersky Fraud Prevention for Mobile?

Superior detection rates

The quality of the detection technologies that you use can have a significant effect on your fraud prevention operations and your bottom line. In 2017, Kaspersky Lab sees around **310,000 new malware samples every day**. That's almost four new samples every second!

Knowing the online banking threats

In 2016 our solutions blocked attempts to launch malware capable of stealing money via online banking on **2,871,965 devices** – this was 46 per cent higher than in the previous year.

Greater flexibility to fit your specific mobile banking application

Unlike other security offerings, Kaspersky Fraud Prevention for Mobile includes a vast array of security components and tools that you can use within your application.

Full-scale mobile channel protection

Both on-device and on-account protection allow for proactive detection of fraud in real time, even before the transaction occurs.

We're a pioneer in mobile security

Back in 2004, we were the first security vendor to identify mobile malware when we found the Cabir worm. Ever since then, we've continued to build on the head start we had on all other security companies.

In 2016 Kaspersky Lab detected **8,526,221** malicious installation packages – this was three times more than in the previous year – and blocked almost **40 million malicious mobile attacks**

Boost the effectiveness of your systems

Results and findings generated by Kaspersky Fraud Prevention for Mobile feeds your internal monitoring systems enhancing the overall detection efficiency, opening the way to proactive fighting of fraud.

To find out more contact us: kfp@kaspersky.com

Expert Analysis

HuMachine™

Machine Learning

Big Data / Threat Intelligence
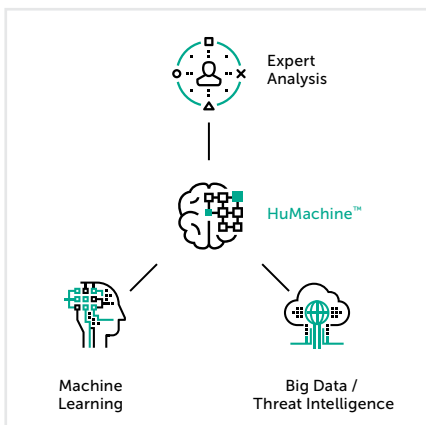
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