

Anti-Fraud Solutions for Financial Services

Secure customer transactions across digital channels

Overview

- » Cybercriminals focus on finance and e-commerce providers and their users.
- » Users are the weakest link. Social engineering tactics steal company and personal data.
- » Traditional security cannot keep up with the volume, variety, and velocity of today's threats.
- » With our smarter approach, Webroot keeps users safe anywhere and on any device.
- » Webroot delivers advanced online fraud prevention for PCs and mobile devices.
- » Webroot offers lightweight, powerful and interoperable solutions for banks looking to protect themselves and their customers from banking malware and internet attacks.

Introduction

The impact of today's organized cybercrime is felt across the financial and e-commerce sectors the world over. As more people access financial services and accounts from personal devices, those devices themselves become the primary target. RSA research discovered that 60% of transactions confirmed as fraud originated from a mobile device in 2016, showcasing this emerging trend. Every day, newer and more inventive scams trick people into handing over their financial and personal information while the security industry fails to provide effective solutions to these problems.

Big Data and the Webroot Threat Intelligence Platform

At more than 60 million unique variants per year, the volume, variety, and velocity of malware flooding the internet and the numerous ways in which we connect to it is staggering. The only way to keep up is to leave traditional methods behind and analyze huge data sets in real time in the cloud, then use this data not only to detect, but predict and prevent attacks.

Big data lets us discover malware as soon as it tries to infect a user and then protects all other Webroot users against such attacks without the hassle of time-consuming signature updates. The Webroot Threat Intelligence Platform integrates billions of pieces of information from multiple sources – including data from customers, test laboratories, and intelligence shared between security vendors – to create a massive malware detection net. Unique URL and IP data feeds from strategic partners further enrich our collective intelligence. Each time an endpoint is added anywhere in the world, Webroot SecureAnywhere® protection becomes more powerful and effective.

In the past year, RSA has uncovered that 60% of transactions confirmed as fraud originated from a mobile device.¹

Solutions for Financial Institutions

Financial institutions are attacked from three different angles: online and mobile banking, unsecured employee devices, and network assaults.

Banks need smarter solutions that provide coverage across all three threat vectors. Webroot offers a portfolio of products that protect bank customers, employees, and networks.

Advanced Online Fraud Prevention – Protecting Customers in Real Time

Customer devices constitute a major point of weakness for a banking institution, and cybercriminals aim to compromise them. Research shows that even customers with security software installed are at risk of fraud and identity theft. The volume and sophistication of modern malware is often too complex for traditional antivirus solutions to provide adequate protection. Banks need a balanced solution that protects their customers without impacting user experience.

Our advanced online fraud prevention utilizes SecureAnywhere® technology for PCs and mobile devices to provide a safe online and mobile banking experience. Using the industry's smallest and fastest client technology, Webroot offers identity protection, secure browsing, anti-phishing, and credential management, even if a customer's PC or mobile device is infected.

Webroot SecureAnywhere® AntiVirus — Online Banking for PC and Mobile

Banks and their customers are attractive targets for fraudsters looking to compromise customers' devices and capture personal information. The challenge for bankers is the lack of visibility and control over customers' computers. In addition, traditional antivirus is failing to adequately protect customers against the volume and range of threats that now exist.

Banks need to balance solutions that protect their customers but don't negatively impact online experience. Lightweight, powerful, intelligent, and, interoperable Webroot solutions are the perfect fit for banks looking to protect themselves and their customers from banking malware and internet attack.

Webroot SecureAnywhere AntiVirus detects, removes, and protects against malware in real time. Additionally, the Identity Shield secures browsing, while anti-phishing and credential protection secure online banking sessions, even if the customer's device is infected.

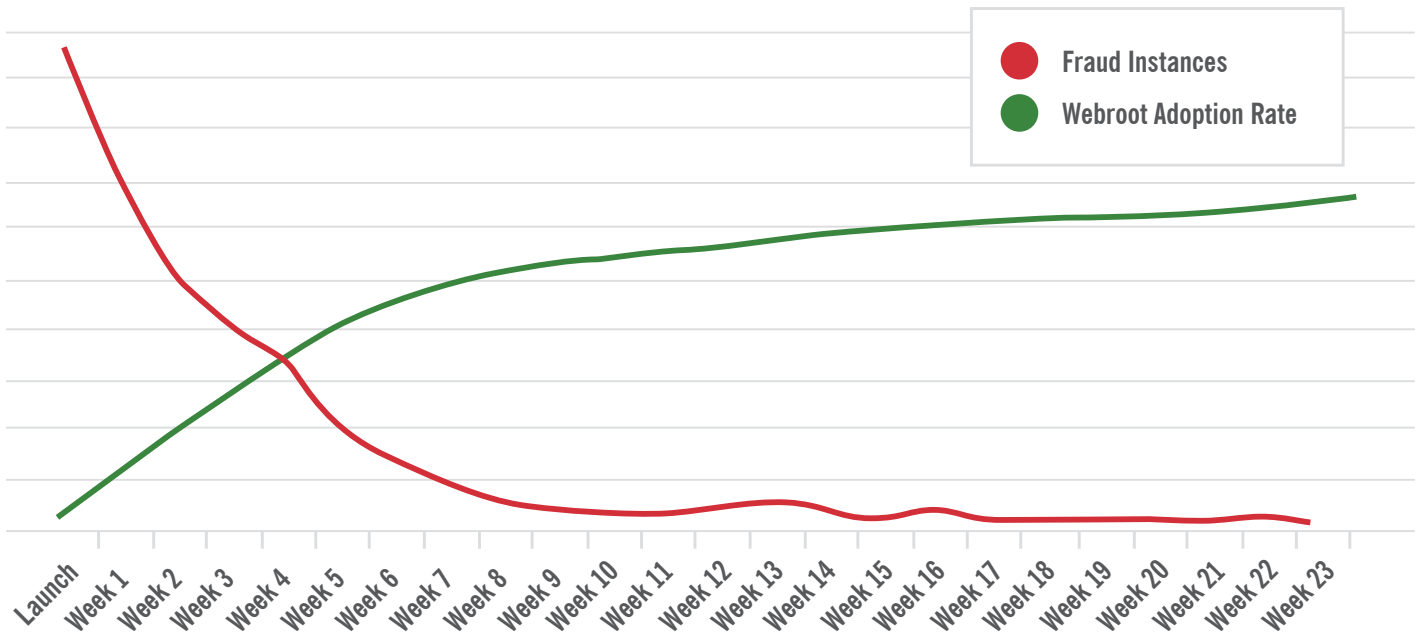


Figure 1: Fraud attempts data derived from installations on fraud-suspected devices. Adoption rate data derived from activations of Webroot licenses by banking customers.

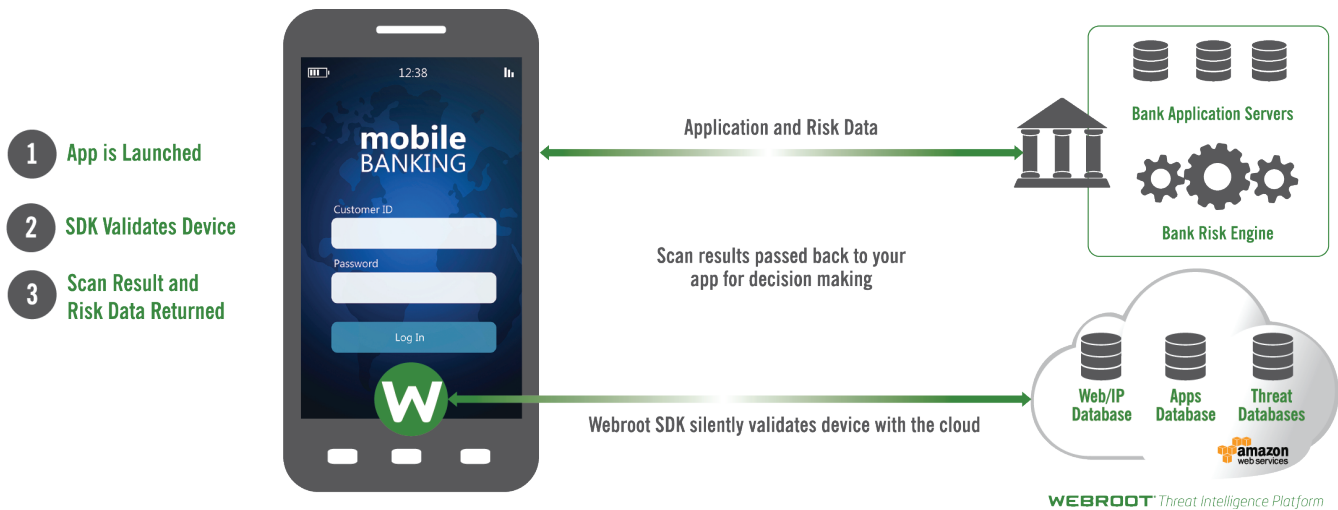


Figure 2: Mobile Security SDK for Banking

Features

- » Downloads and installs in seconds
- » Ultra-fast scan times: the first scan takes <2 minutes and subsequent scans take about 20 seconds
- » Small footprint on the device won't impact performance
- » All users are instantly protected in real time with no configuration required and no need to download signature updates
- » Specialized in detecting and removing zero-day malware and targeted attacks
- » Remediates infections quickly and thoroughly
- » Integrated secure browsing and real-time anti-phishing
- » Works alongside existing security solutions
- » Supports multiple devices (PCs and Android® and iOS® smartphones and tablets)
- » Supports multiple languages
- » 24/7 online customer support provided by Webroot

Providing Webroot SecureAnywhere AntiVirus free to banking customers or promoting this security solution has proven to be a successful strategy for progressive banks. A dramatic reduction in fraud can occur in a few weeks after the launch of the antivirus. Vulnerable users, those most prone to downloading malware, are typically early adopters (Figure 1).

Approximately 64% of computers are infected, despite having an antivirus solution. In fact, nearly 20% of computers with antivirus software installed are infected per week. That's why Webroot SecureAnywhere AntiVirus was designed to run alongside existing security software without conflicts, providing a comprehensive, layered protection approach.

Mobile Security SDK Protection — Mobile Banking

Securing mobile banking presents new challenges, such as less authentication, data sharing, using public Wi-Fi, downloading of third party apps, and device and data loss. But ensuring the mobile banking experience is protected without affecting the user experience is an attainable goal.

The Webroot® Mobile Security SDK is designed to embed security within a mobile banking app. No customer intervention is required. Silently, running in the background without impacting the customer, the Mobile Security SDK delivers real-time threat intelligence to the bank for instant analysis, interrogation, and action.

Additionally, the SDK includes a powerful yet flexible risk scoring mechanism to simplify the decision making process when assessing risks on a mobile device. Banks have the option of weighting risk scores or using the simple traffic light red-yellow-green risk assessment. Integration of the SDK into the mobile banking app is quick and easy and can be implemented within weeks.

The Mobile Security SDK creates a unique device ID for each customer device as secondary authentication. Additional information reported includes: rooted/jailbroken status, applications running, presence of a keyboard running, if the device is running in an emulator, geolocation, network information, and much more, all to assess the status of the mobile device (Figure 2).

Mobile banking is a critical account access method for active, profitable customers. Embedding the power of mobile security into the mobile banking app provides the information banks need to manage risk.

Summary

For banking and e-commerce providers, maintaining the trust and confidence of customers and employees is critical, so providing the best possible security is paramount. Over 35 financial institutions and subsidiaries worldwide utilize Smarter Cybersecurity™ solutions from Webroot to improve their online and mobile banking protection, safeguard their customers, and gain access to critical security intelligence to mitigate fraud losses. Our cloud-based, collective threat intelligence designed to address the challenges of banking and e-commerce providers everywhere, ensuring that your customers, employees, and networks are secure.

About Webroot

Webroot delivers next-generation network and endpoint security and threat intelligence services to protect businesses and individuals around the globe. Our smarter approach harnesses the power of cloud-based collective threat intelligence derived from millions of real-world devices to stop threats in real time and help secure the connected world. Our award-winning SecureAnywhere® endpoint solutions and BrightCloud® Threat Intelligence Services protect millions of devices across businesses, home users, and the Internet of Things. Trusted and integrated by market-leading companies, including Cisco, Citrix, F5 Networks, Aruba, Palo Alto Networks, A10 Networks, and more, Webroot is headquartered in Colorado and operates globally across North America, Europe, and Asia. Discover Smarter Cybersecurity™ solutions at webroot.com.

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