First Data DefenseEdge℠ Fraud Decisioning Solution

Protect your customers, protect your revenue with the fraud decisioning program that lets you set your own rules.

The Challenge

Fraud is a top-of-mind concern for both financial institutions and their customers. However, for financial institutions, fraud decisioning can be a double-edged sword. Decisioning tools are meant to protect customer accounts against fraud by stopping fraudulent transactions before they happen. But sometimes they can actually end up harming existing customer relationships and cause financial institutions to miss out on new revenue opportunities. In these instances, “false/positives” are to blame. A false/positive occurs when inaccurate fraud indicators cause a decisioning program to determine a transaction is a fraud risk when in fact it came from a perfectly good customer. So instead of protecting the financial institution from potential loss, the decisioning program may contribute to the loss of that customer’s business.

In an ever-evolving risk environment, it’s imperative to stay vigilant. But how can your financial institution protect itself from fraud while maintaining strong customer relationships and keeping current and potential revenue streams at optimum levels?

The Solution

By changing the way risk decisions are made on the front end, First Data’s DefenseEdge℠ Decisioning Solution gives financial institutions a more accurate measure of potential risk and the ability to identify fraud as it happens, reducing the number of false/positives while ensuring a higher level of transaction security.

Unlike other decisioning programs on the market that force a financial institution to determine all types of authorization scenarios up front, the DefenseEdge Solution enables your financial institution to make more targeted decisioning. You can fine-tune fraud indicators based on your unique set of circumstances and customer base. So while you’re protecting your customers from fraud threats, you’re also protecting your institution from losing out on existing and potential sources of revenue. And all of this takes place in a matter of seconds with real-time decisioning occurring at the point of authorization, with decision authorizations made down to the penny, not the nearest dollar.

The DefenseEdge Solution gives you greater efficiency and control over your fraud decisioning, enabling you to do more with less.
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How It Works

Featuring an easy-to-navigate graphical user interface (GUI), the DefenseEdge Solution can be accessed through the First Data Web portal. It allows for targeted rule writing that’s simple and efficient with nearly 200 data points from which to base the decisioning. In addition, it enables you to adjust fraud detection business rules in an instant. So, as the risk environment changes, your fraud detection decisioning can react nimbly. Even before you put a specific strategy into play, you can instantly forecast the performance of that proposed business rule with our estimator services, a First Data exclusive.

Because the DefenseEdge Solution is a transaction-based tool, fraud decisioning can apply to both monetary and non-monetary transactions to specifically target all types of fraudulent activity from counterfeit to account takeover. And with real-time decisioning on 100 percent of your transactions, you can instantly stop fraud before it happens.

Help Your Customers

- Feel more secure about the safety of their transactions
- Avoid the inconvenience of a transaction being declined due to inaccurate fraud decisioning
- Continue a positive relationship with your financial institution

Help Your Business

- Protect your transactions and your revenue sources
- Reach out to a broader customer base
- Maintain positive customer relationships
- Prevent fraud in an instant
- Build a fraud decisioning strategy based on your unique business circumstances
- Reduce the number of false/positive decisioning errors
- Instantly keep pace with the ever-changing risk environment

Features

- Easy-to-use graphical user interface (GUI) that results in greater accuracy and employee productivity
- Accessed through First Data’s Web portal
- Allows for Boolean logic, or “if/then” rule writing
- Deploy business rules or fraud detection strategies instantly
- Transaction-based, enabling decisioning for both monetary and non-monetary applications
- Estimator services enables an instant performance estimate of a proposed business rule before it’s implemented—a First Data exclusive
- Decision authorizations down to the penny, not the nearest dollar

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your Sales Representative or visit firstdata.com.

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