Where Actionable Intelligence Meets Fraud Prevention

FirstSense is a unique offering in the financial threat intelligence marketplace that helps allow clients to protect themselves from fraud. Using this proprietary data collection and analytics apparatus, fraud teams can often identify and remediate stolen payment cards before fraud even occurs. FirstSense leverages First Data’s unique access to dark web and authorization data to identify a significant percentage of compromised cards before they are used in fraudulent purchases.

As an intelligence partner, FirstSense provides bespoke coverage of payment card compromises, merchant breaches, tester and checker operations, and fraud and cyber trends. FirstSense uses a consortium approach to advise partners on best practices for countering fraud and give clients visibility into the fraud threat landscape affecting financial institutions and merchants.
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Product Deliverables
Clients receive high fidelity and actionable intelligence product multiple times per week.
FirstSense alerting often precedes knowledge of a compromise by several weeks to months. In many cases, FirstSense has been first to alert merchants to significant breaches impacting their enterprises.
When a compromise is discovered, FirstSense allows merchants and forensic investigators to focus their investigations on specific known points of compromise, saving clients time and money in identifying the source of the breach.
For issuers, this means taking fast action on specific cards that are known to be for sale, saving clients costly efforts to mass block and reissue all cards that could have been exposed.

FirstSense Reports
Card Monitoring Reports
• Sets of compromised cards from exclusive and vetted underground shops, forums and paste sites
• Sets of compromised cards that pass through testing merchants and are highly likely to be used fraudulently
• Sets of compromised cards that went through breached merchants identified in Compromise Alerts

Compromise Alerts
• Early warning of compromised merchants – often weeks to months before a breach is made public
• Information to characterize the breach, such as window of exposure, merchant identification number and affected locations

Tester/Checker Reports
• Information on tester/checker merchants that vet stolen cards observed affecting the FirstSense consortium

Notable Events Summary Reports
• Weekly wrap up of significant cyber events and fraud trends relevant to clients’ intelligence concerns

Professional Consulting & Analytic Services
• Monthly retainer of consulting hours with FirstSense subject matter experts are included for clients’ investigative or analytic needs
• Includes searching the dark web for targeting of clients’ brand in a variety of fraud schemes, examining data or other collaborative needs

For more information about how your institution can leverage First Data’s FirstSense solution please contact your Account Executive.
FirstData.com