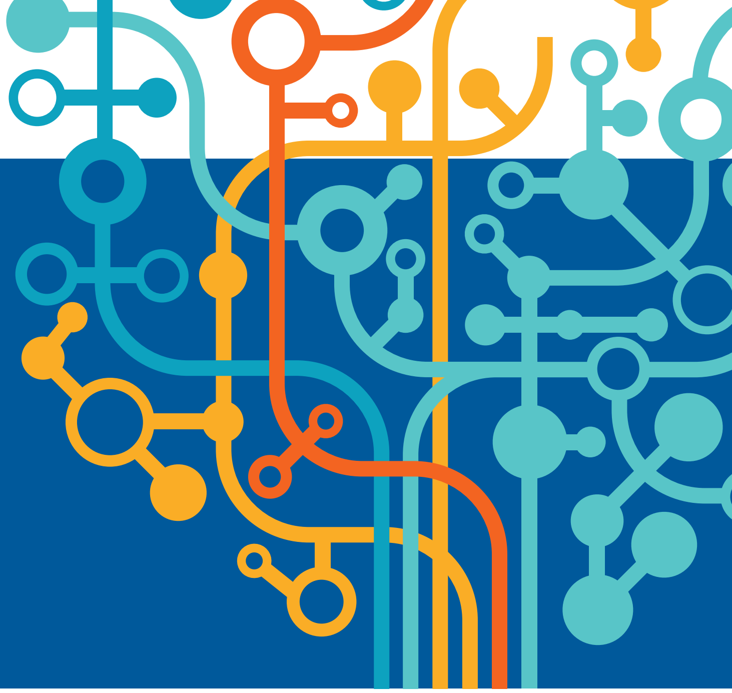
BIOCATCH
Less Friction. Less Fraud.



Behavioral Biometrics for Mobile Payments: Tackling Fraud & Friction

Solution Brief

14% of all transactions come from mobile, yet mobile represents 21% of all fraud[1]

Where there is money, there is fraud. And as the use of mobile banking grows, so do the threats of hacks, malware and other remote attacks. Traditional means of detecting fraud can take considerable time and resources, sometimes taking weeks to detect or to confirm an incident. In the mobile world - whether payments, e-commerce or banking – this is much too long. Transactions happen quickly, and any delay can have significant repercussions, both from a consumer confidence perspective and a cost perspective. In the digital world, it seems there is always a choice to make between security or the user experience.

With BioCatch behavioral biometrics, you can have both.

BioCatch tracks users mobile or online behavior to determine their unique behavioral biometric profiles. BioCatch then provides **continuous authentication,** generating actionable risk scores that are used to prevent real-time transaction and other online fraud.

BioCatch works frictionless in the background, requiring no additional third-party messaging or any other extra steps for a user to verify their identity. The system picks up the way a user naturally interacts with a device or with an application to create a user profile, and detects the difference between an authorized user and either an unauthorized human user or a bot or aggregator.

BioCatch is most commonly used to **prevent account takeover** (ATO) to protect against unauthorized payments, to detect new account/application fraud, and to provide mobile users with enhanced app functionality and features.

[1] According to Bloomberg Businessweek, February 12, 2015.

How Does It Work?

- **Create the User Profile:** The BioCatch system collects and analyzes over 500 traits including hand-eye coordination, pressure, hand tremors, navigation, scrolling and other finger movements, etc. To create the user profile, the system detects the parameters that are most strongly associated with the user meaning that, for those parameters, the user does not behave like the rest of the population. Each person's profile is made up of different unique parameters and can be linked across devices.
- **Generate Invisible Challenges:** BioCatch unique, patented technology embedded onto an application or website, elicits responses from users to compensate subconsciously while completing their intended online activity. Since the user is unaware of the challenge, there is no way for a human or bot to mimic or predict the responses.
- **Produce Actionable Risk Score:** The system looks for different kinds of fraudulent activity – criminal behavior, malware, bots, RATs, aggregators, etc. – and analyzes the behavior in a session to compare against the user's behavioral profile. Real-time alerts are generated and the activity is logged and visualized in the BioCatch Analyst Station.

The BioCatch Advantage:

- Highly accurate fraud detection
- Continuous, seamless and frictionless authentication
- Reliable, enterprise-level scalability, for web and mobile
- Unparalleled patent portfolio
- Proven ROI with leading financial institutions worldwide

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