Cleafy helps Online Lenders in preventing frauds and protecting their own business

The growing number of attacks to on-line services leveraging targeted malware and infected endpoints (both web and mobile devices), makes Fraud Prevention an high priority for all companies. Negative consequences include money loss, missed business opportunities, brand damage and customer churn.

For Online Lenders, Fraud Prevention is as much about preventing financial impacts as about protecting their own Intellectual Property. Their business model requires accepting unbanked and underbanked users, streamlining the loan application process and avoiding any user friction, by also allowing users to require preliminary loan quotations without being registered users or by simply providing their social security number. Unfortunately, this opens the door to additional risks, such as use of fake (such as synthetic) or stolen identities or requesting multiple quotations to reverse engineer the pricing model.

Cleafy provides the Fraud Prevention solution required to detect fraudulent and suspicious activities targeting both their users and their own business. Cleafy continuous, real-time monitoring and risk assessment is based on device, communication and application integrity, behavioral analysis and multi-entity correlation. Cleafy real-time advanced analytics provide effective support for identifying known attack scenarios and discovering new attack patterns, while assessing the potential business risk and improving the overall security posture. Cleafy is fully clientless, does not require any application change and cam be deployed either as on-premise or SaaS.

Thanks to Cleafy, Online Lenders can protect both their users and their business against both, while also delivering higher-quality service to users. For Online Lenders operating in a fast-moving and highly competitive market, provide a fast and safe service may represent a competitive differentiator.

"(Cleafy) is able to continuously monitor and assess the risk of the application behaviors using cumulative session risk scoring. Trust is established by monitoring the integrity of the application, communications and device layer" – Gartner, "Use a CARTA Strategic Approach to Embrace Digital Business Opportunities in an Era of Advanced Threats" (G00332400, May 2017)

Why Cleafy

Protect your Users
- Detect attacks leveraging MITM, MITB, Mobile Overlay, SMS Grabbing and other vectors
- Identify Identity Hijacking and Account Takeover scenarios in real-time
- Enable safe transactions even when user endpoints are infected

Protect your Business
- Detect Payment Fraud scenarios and automate adaptive responses
- Identify anomalous behaviors and suspicious activities potentially impacting business
- Discover new attack patters, assess potential business risk and improve security posture

Differentiate your Services
- Enable fast service delivery while reducing customer friction
- Improve customer satisfaction and retention
- Make security a key differentiator for your services
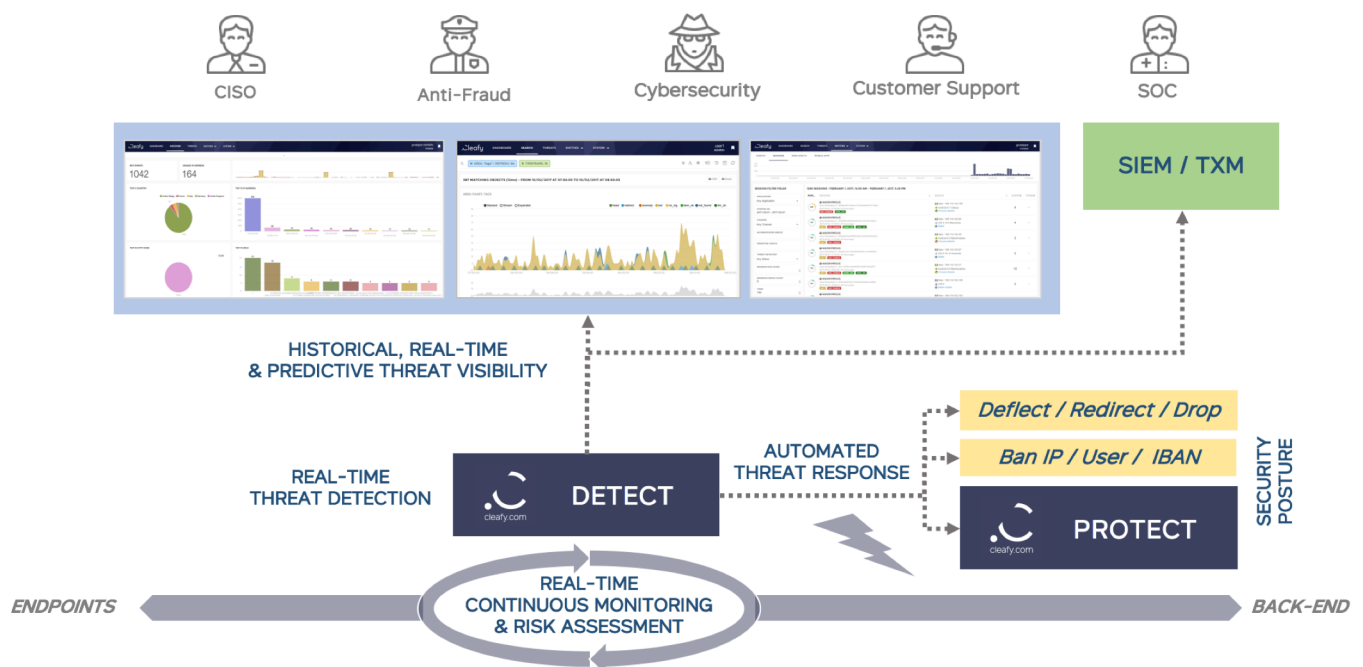
About Cleafy

Cleafy solution is based on patented threat detection & protection technology that has been successfully adopted by leading financial services to protect million of users and effectively prevent on-line frauds while improving the operational efficiency of their security teams. Cleafy is a selected vendor in the latest Gartner Market Guide for Online Fraud Detection (G00318445, January 2018). Learn more about Cleafy from: cleafy.com/resources

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