



Mitigating Fraud Risk with 3-D Secure

The Challenge:

The adoption of new commerce and payment behaviors is accelerating. In-store purchase volume has shifted to card-not-present (CNP) channels at an exponential rate with the value of global ecommerce transactions forecast to have increased by 23% in 2020¹. The ever-present risk of fraud associated with digital commerce payments puts pressure on merchants, banks, and consumers alike.

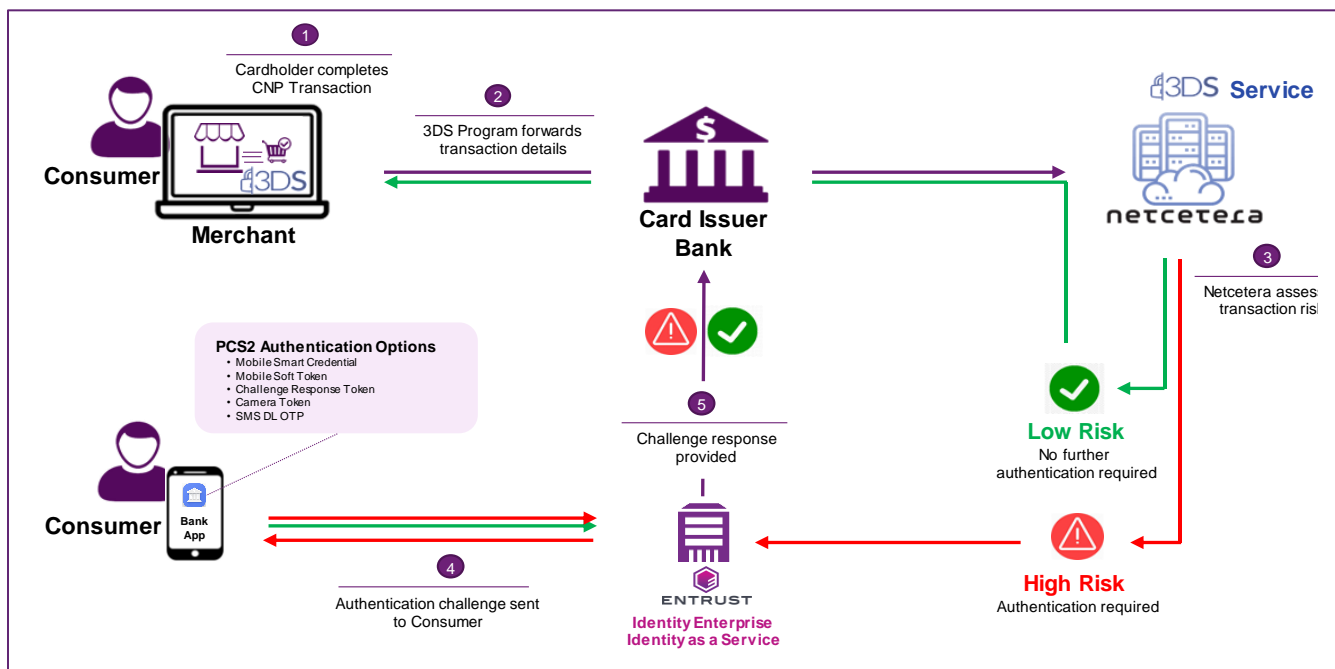
3 Domain Secure (3DS) is a specification developed by the card payment industry that strengthens security without adversely impacting consumer experience by bringing together advanced transaction fraud risk analysis with modern authentication mechanisms such as mobile, while also supporting traditional mechanisms like physical tokens.

The Solution:

Entrust has partnered with leading 3DS provider Netcetera to offer the Netcetera 3-D Secure Issuer Service to our financial customers, including helping to facilitate compliance with 3DS 2.0, PSD2, and major card networks requirements. Netcetera provides a cloud-based 3DS solution to card-issuing banks. Entrust Identity offers best-in-class multi-factor authentication (MFA) and secure consumer portals to the banking industry.

Key Benefits

- **Pre-integrated with Netcetera.** Reduced IT costs and complexity.
- **Flexible deployment.** In the cloud or as a managed service.
- **Mitigate risk of CNP fraud.**
 - Improve confidence in online purchases for banks, merchants, and consumers.
 - Helps enable compliance with PSD2 criteria for CNP payments.
 - Facilitate 3DS 2.0 compliance.



¹ 451 Research: COVID-19's impact on payments: Five key lessons, August 2020

How It Works

The integrated solution allows the Netcetera 3-D Secure Issuer Service to leverage the bank's existing Entrust Identity as a Service or Identity Enterprise implementation to challenge the consumer to strongly authenticate themselves prior to completing CNP transactions that are identified by Netcetera as requiring step-up authentication. This allows the consumer to verify their identity and stop fraud before it happens. Integration with Netcetera delivers not only an enhanced level of online fraud protection, but also reduces consumer friction by only requiring an interactive authentication of CNP transactions that reach a defined risk threshold. In recognition that many banks have their own specific card lifecycle management requirements and authentication flows, our joint solution is fully customizable.

Entrust Identity offers a range of 3DS and PSD2 compliant authenticators, allowing organizations to provide consumers the best authentication experience possible. Authenticators include Mobile Smart Credential, Mobile Smart Token, Challenge Response Token, Camera Token, and SMS DL OTP.

Why Use Netcetera 3D Secure Issuer Service

Built on 17 years of experience, Netcetera operates a comprehensive and flexible set of 3-D Secure services to support card issuers and banks with secure digital payments. Low-friction authentication methods including OTP and risk-based authentication along with a self-service cardholder portal keep consumers happy and safe. The solution is easy for payment providers to implement and maintain, with standardized web services and export options for portal integration, card provisioning, card lifecycle management, and data exchange. As well, Netcetera provides a comprehensive reporting engine with out-of-the-box reports.

The Netcetera solution supports the EMVCo 3DS 1.0, 2.1, and 2.2 protocols, and is fully compliant with PSD2. As well, Netcetera operates a PCI DSS- and PCI 3DS-certified system, complying with the highest security standards, including all Visa®, Mastercard® and American Express® requirements.

About Netcetera

Netcetera is a global software company with cutting-edge IT products. More than 2,000 banks and issuers, and 150,000 merchants rely on the digital payment solutions and globally certified 3-D Secure products of the market leader for payment security. The owner-managed company covers the entire IT lifecycle, from ideation and strategy to implementation and operation. Founded in 1996, Netcetera is a holding company with 700 employees and is headquartered in Zurich, Switzerland, with additional locations across Europe, Asia, and the Middle East.

netcetera.com

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NETCETERA

About Entrust

Entrust keeps the world moving safely by enabling trusted identities, payments, and data protection. Today more than ever, people demand seamless, secure experiences, whether they're crossing borders, making a purchase, accessing e-government services, or logging into corporate networks. Entrust offers an unmatched breadth of digital security and credential issuance solutions at the very heart of all these interactions. With more than 2,500 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

entrust.com

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