

Reader Trust Award

BEST FRAUD PREVENTION SOLUTION

WINNER

# Entrust for Entrust TransactionGuard

## Finalists 2014

- CA Technologies for CA PaymentMinder Risk Analytics
- **Entrust for Entrust TransactionGuard**
- RSA, the Security Division of EMC, for RSA Silver Tail
- SpectorSoft for Spector 360 Recon
- Trusteer for Trusteer Pinpoint Malware Detection and Trusteer Pinpoint Account Takeover (ATO) Detection

A proven solution deployed in banks and government services around the globe, Entrust TransactionGuard is a zero-touch fraud detection solution that provides real-time monitoring of transactions to thwart today's most serious online threats without impacting business application or the user's experience. It requires no direct integration to banking applications or software on user devices, and includes an out-of-the-box library of behavior pattern baselines and supports easily customizable rules. It captures all transactional data, not just a subset, and includes "front door" device-profiling and IP host-reputation monitoring, as well as in-session transaction and web access patterns with automatic behavioral analysis. Should a session's risk score reach a certain threshold, the solution can either suspend, block or ask the user for additional authentication. Its proven engine helps identify emerging threats and captures transaction history for forensic fraud

detection and post-transaction analysis.

Entrust TransactionGuard transparently monitors and profiles user behavior to identify anomalies, automatically learning what is normal for that user, and then calculates the risk associated with a particular transaction – all seamlessly and in real time. In addition, Entrust TransactionGuard performs both web session behavior profiling and user behavior profiling to provide financial organizations with comprehensive fraud detection.

Entrust's affordable real-time fraud detection solution enables organizations to reduce loss to fraud, strengthen customer confidence, comply with government mandates and secure valuable identities and information. It is simple to deploy and does not require direct integration to backend banking applications.



**Entrust**<sup>®</sup>  
Securing Digital Identities  
& Information

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