

# Internet-Fraud Assessment



## Solution Overview

The use of web technologies represents business models that are transforming ways to manage sales, clients, and operations. However, risk and exposure of online business is growing at an alarming rate. An organization must control commercial, operational, security, and geographical metrics to avoid losses, protect data and manage operations. A well developed fraud and data security program protects lost revenue, maximizes efficiency and is good business. Keypoint offers our Internet Fraud Assessment developed for acquirers, retailers, advertisers, corporations and anyone facilitating sales through the internet.

## Business Needs

Your organization understands the importance of the web either as an operational tool to reduce costs, keep your customer informed or to sell goods or content online. However, being online has responsibility to all stake-holders including investors, clients, employees, and government. If you are encountering higher levels of fraud, charge-backs, or relationship fraud issues with clients or partners you should evaluate your programs and processes. Keypoint can support you at whatever stage you are in the cycle:

- Where should you start? What information should you be collecting, authenticating, scoring and verifying?
- What's the importance of consumer data such as phone/drivers license numbers, IP address, business address, etc?
- What do your customers expect from your organization while registering to do business, while buying items, or while managing an ongoing relationship?
- How will your website be kept secure? What technology is needed? What is your process to minimize Phishing?

## Business Solutions

Keypoint's approach combines our extensive experience in delivering card industry solutions with our experience in delivering fraud management and Internet oriented business solutions to issuers, acquirers, merchants, governments and service providers. We bring a unique, industry focused approach to payment options, fraud prevention, data protection and risk management online. We will work with your organization to confirm the overall corporate strategy and develop an online vision that supports the high level corporate strategy, security, privacy and risk management.

## Company Information

Keypoint provides planning, analysis, definitional and advisory services to leading organizations in the payments industry that seek to improve their operational performance, efficiency and profitability through the use of best practices and technology. Keypoint has assisted over 500 clients in over 60+ countries implement practical, cost effective solutions to address the challenges and opportunities that clients face.



Internet Fraud Assessment  
A StartPoint® Best-Practice Service

PROJECT PHASE	PROJECT DELIVERABLES
<b>Step One:</b> Confirmation of Corporate Strategy	A concise statement of your organizations mission, goals and strategies relative to fraud prevention, risk management and data protection
<b>Step Two:</b> High-Level Requirements	High-level statement of online business requirements supporting your overall goals and strategies
<b>Step Three:</b> Functional Alignment	A detailed evaluation of key business functions and their alignment with the objectives and compliance
<b>Step Four:</b> High-Level Execution Plan	A report with recommendation for next steps, estimated time frames and costs as well as long-term recommendations