



Beat online fraud and ensure  
a seamless digital experience for  
your customers

# Kaspersky Fraud Prevention

**kaspersky** bring on  
the future



Cyber fraud is a type of cybercrime aimed at causing financial or other damage through the theft of a user's personal information, carried out using digital technologies.

# Balancing cyber fraud protection and user convenience

The threat landscape for businesses is constantly evolving — new attack vectors are emerging, and fraudsters are exploiting deception schemes that were previously unknown. For companies providing digital services, one of the most challenging tasks is to ensure user convenience while protecting customers' personal data, including from the carelessness of the users themselves.

Companies are digitizing more and more services and trying to make user interactions with platforms as seamless as possible. But while digital services are fast and convenient, the digitalization of business attracts fraudsters. Often, they launch attacks by exploiting customers' trust in the company.

## Challenges

Digital technologies and online channels have become an integral part of business development and customer service, but they've also introduced new threat vectors. Fraud on websites and mobile apps increases costs and risks.



### Direct financial costs

- Compensating users for stolen funds
- Covering chargeback for partners (merchants)
- Fines for regulatory non-compliance
- Two-factor authentication costs for "trusted" users



### Indirect costs

- Costs of claims processing, call centers and investigations
- Costs of marketing campaigns that are abused by specially created accounts
- Lost profits as a result of loyalty program abuse
- Unpredictable infrastructure loads from bot activity
- Reputational and legal risks



### Failure to meet customer expectations

- Extra verification steps for legitimate users
- Negative customer experience following account takeovers and stolen personal data
- Fraudsters exploiting loyalty program bonuses

# Kaspersky Fraud Prevention

Anti-fraud enables the identification of complex fraud schemes at an early stage — in real time — in digital channels: both websites and mobile applications.

The solution consists of two separate modules, which together deliver maximum effectiveness.



**Kaspersky  
Fraud  
Prevention**



**Advanced  
Authentication**



**Automated  
Fraud Analytics**





# Advanced Authentication

Session risk assessment for rapid decision-making at critical stages (login, registration, password reset, data modification and others) using continuous authentication technology.

## Key features



Protects accounts from theft and fraud



Reduces two-factor authentication costs for trusted users



Responds in less than a second



Convenient rule configuration tool



Prevents interference with the solution's front-end operations



Improves the customer experience



The ability to use additional company data to build more complex rules

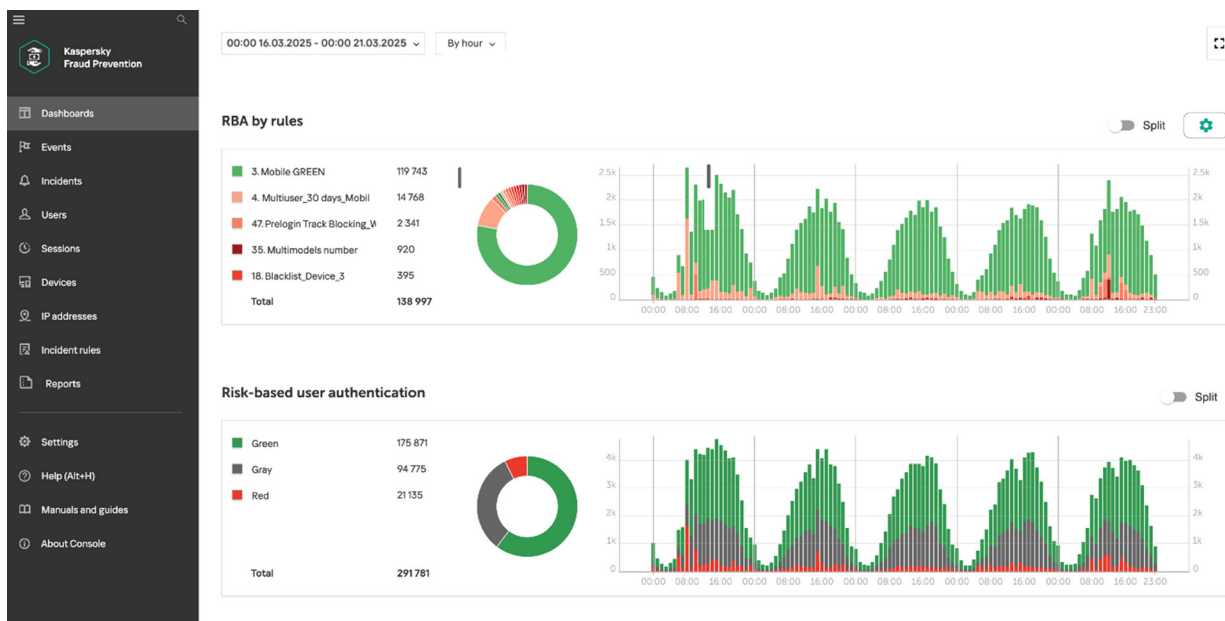


Enriches your own analytical systems' technical data



Expands threat detection capabilities with the Automated Fraud Analytics module

## Convenient and informative web interface





# Automated Fraud Analytics

Continuous, real-time analysis of user activities on your online services to detect suspicious activity and generate incidents.

## Key features



Detects anomalies and generates real-time incidents



Identifies account takeover, fraudulent accounts and money laundering



Provides detailed incident and link analytics for investigations

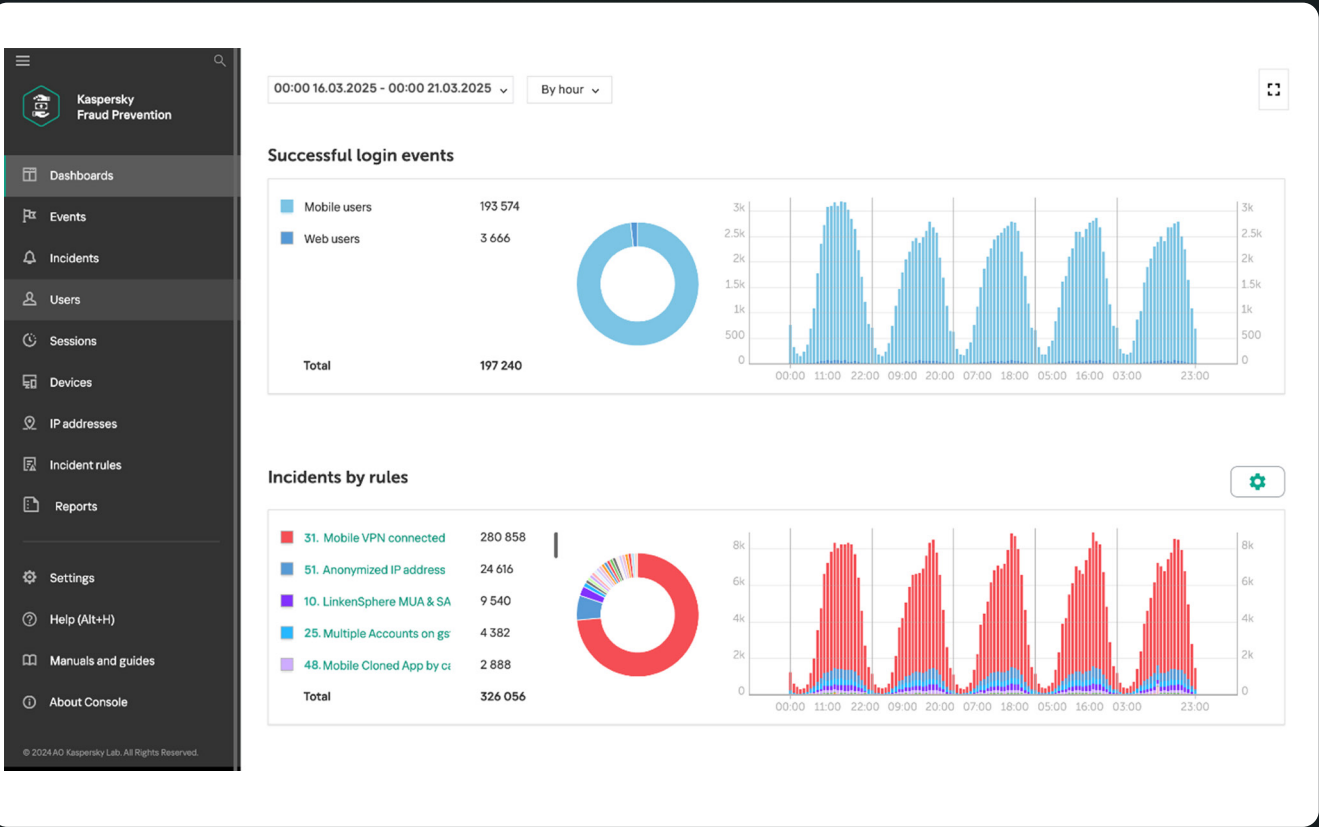


Enriches data in your own analytical systems



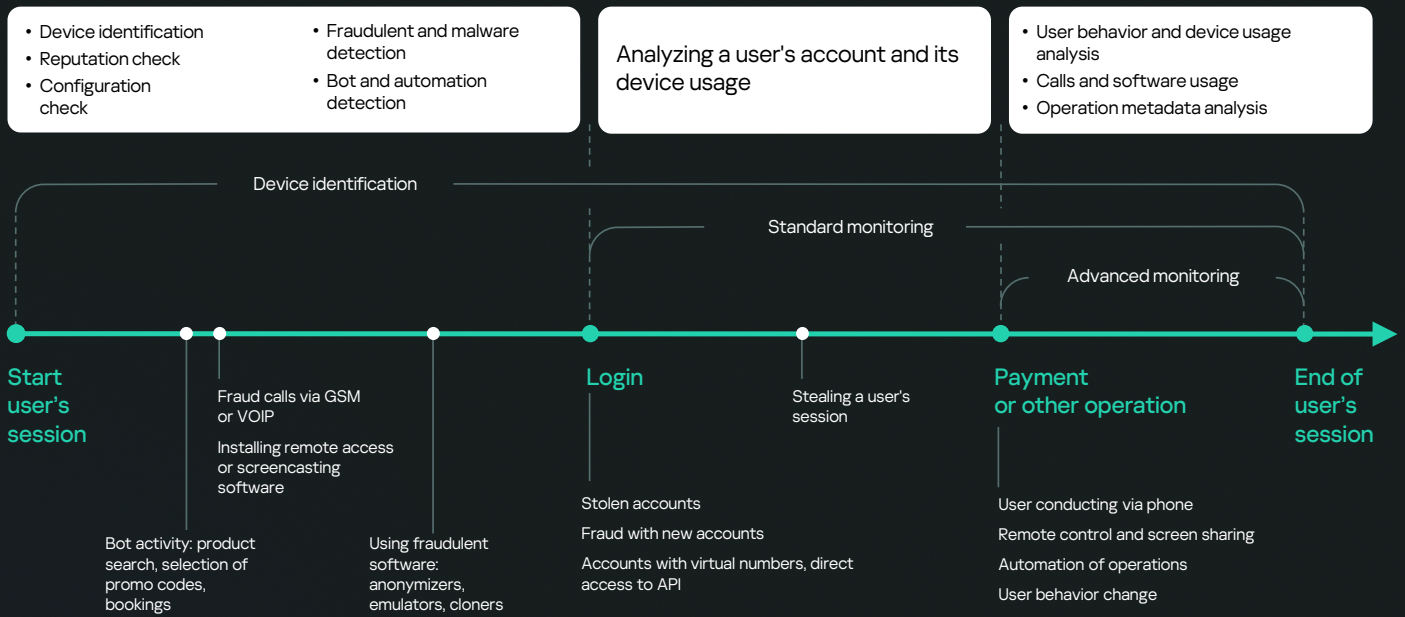
Flexible rules engine detects even the most complex fraud schemes

## Convenient and informative web interface

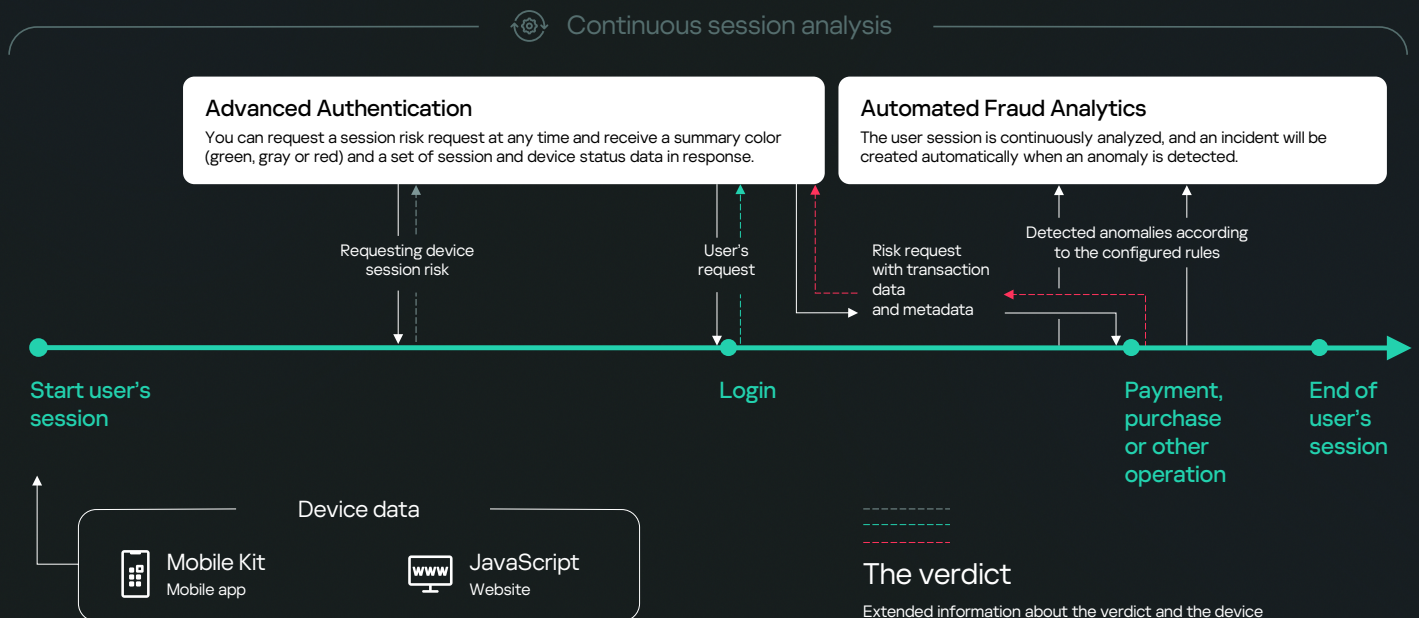




# Continuous session analysis



## Interaction with Kaspersky Fraud Prevention





# Use cases

Kaspersky Fraud Prevention strikes the perfect balance between security and customer convenience by combining leading technologies, years of anti-fraud expertise and built-in machine learning.



Detect user account theft, unauthorized access and fraudulent accounts



Uncover telephone fraud, including social engineering attacks via calls and messaging apps



Detect money laundering activities and fraudulent clusters



Uncover abuse of marketing campaigns and bonus programs



Improve customer experience and strengthen trust in your company



Enhance fraud monitoring by enriching it with additional data



Support regulatory compliance



Reduce costs associated with claims processing and two-factor authentication (SMS, push notifications, etc.)

## Industries

For any companies providing online (mobile app and website) services to users.



Finance



Retail and e-commerce



Loyalty programs



Government



Booking service



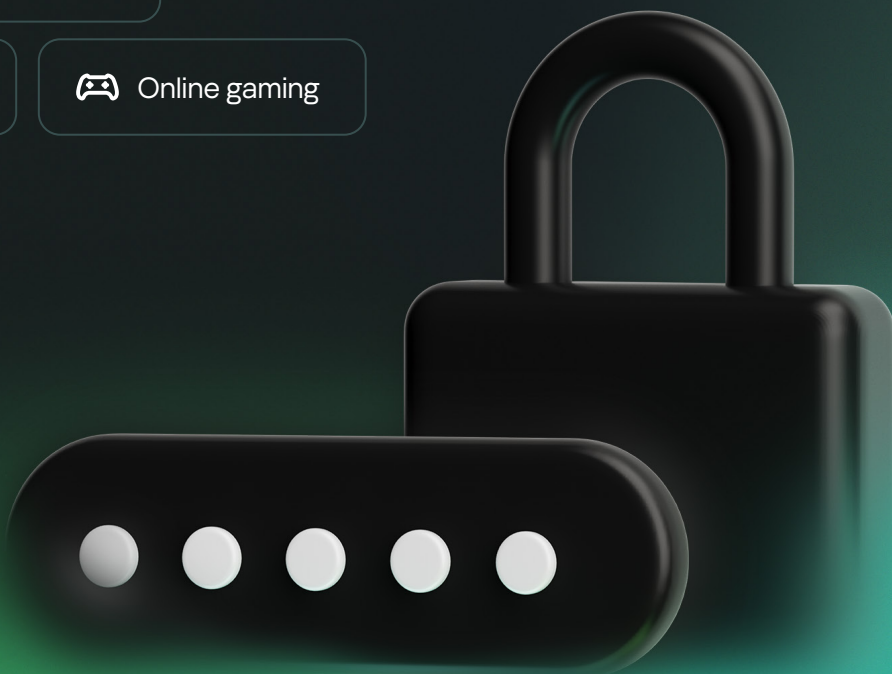
Healthcare



Telecom



Online gaming



# Advantages of Kaspersky Fraud Prevention

## > 10 years

of expertise in fraud detection and anti-fraud technology development



### Monitoring

Continuous analysis of the device and its environment, user behavior and interactions



### Protection

Reliable, secure integration to prevent anti-fraud system bypasses

## > 290

detection parameters to identify complex and evolving fraud schemes



### Technology

Fully in-house developed product — no reliance on third-party solutions



### Adaptability

Transparent, flexible rule configuration for incident detection and verdict generation



### End-to-end customer support

From integration and customization to on-demand fraud investigations



### The unique Kaspersky database

Helps detect malware on the device as well as automation and remote access tools and application cloners

## Seamless native integration with other Kaspersky products:





# Licensing, delivery model and technical support

## Hosting options



### Cloud

Basic scenario



### Private cloud and customer capacities

Individual conditions  
upon request

## Technical support



Standard



Advanced

## Licensing

Carried out in modules with an annual subscription.

## Implementation stages of Kaspersky Fraud Prevention

1

Preparing and providing a sensor for web and mobile channels

Kaspersky

2

Integration of the sensor into the web and mobile channel

Customer

3

Configuring basic setting

Kaspersky

4

3 weeks to collect data

Kaspersky

5

Setting up, getting results



# Technology leadership based on world-class expertise

Kaspersky Fraud Prevention leverages the combined knowledge, technologies and refined skills of **four out of our five Centers of Expertise**.



We analyze cyber fraud worldwide and research new fraudulent schemes and threats



Apply machine learning algorithms in the product and provide incident investigation services, give recommendations on response and mitigation



## Kaspersky Fraud Prevention

[Learn more](#)

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