

ABI Banche e Sicurezza 2014

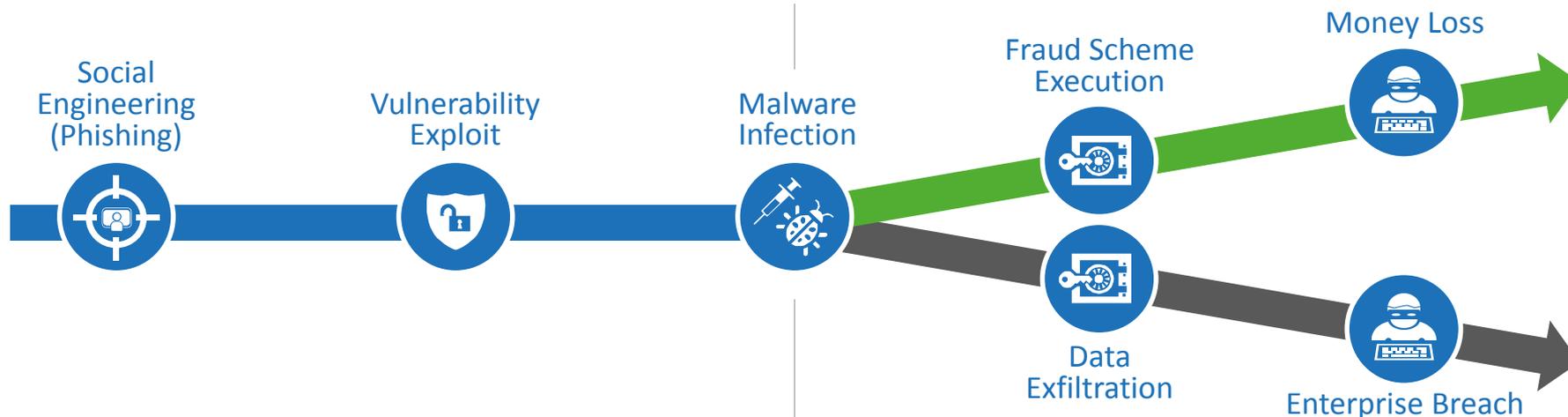
Trusteer Vision & Introduction

Sabine Schilg
President

new threats, new thinking

Malware and Phishing

Common threat to Customers and Employees



Three Losing Battles

- Humans will always make mistakes
- System and application vulnerabilities continue to emerge
- Malware detection will always lag

Two Major Impacts

Widespread Fraud

- **\$3.4B** est lost to online fraud in 2012¹

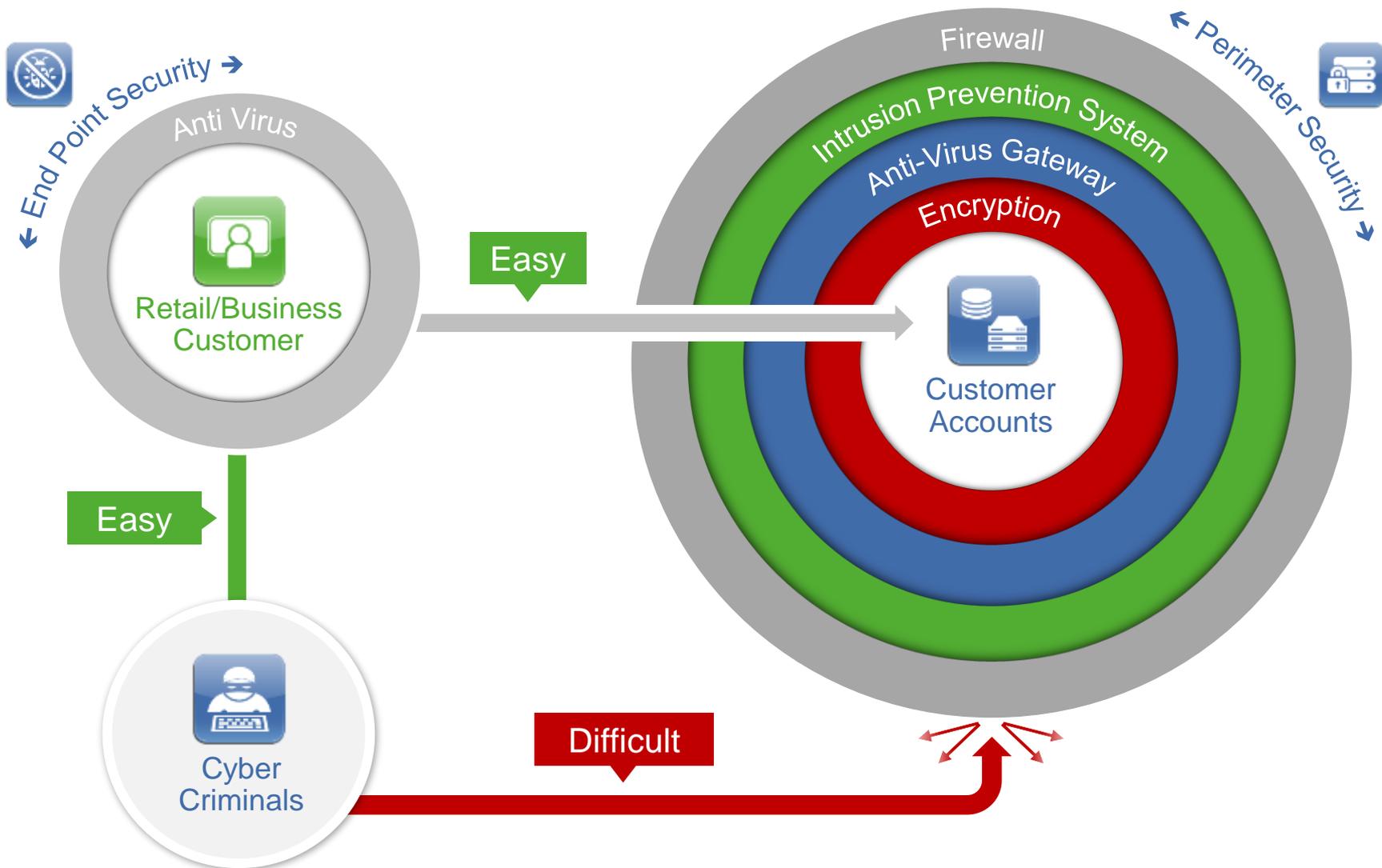
Advanced Threats and Breaches

- **85%** of breaches go undetected²
- **\$8.9M** average cost of cyber-attacks³



¹JPMorgan: 2012 Online Fraud Report , ²Gartner: 2290415, ³Ponemon Institute: 2012 Cost of Cybercrime Report: US

Criminals Attack the Weak Link With Malware





Recommendations for The Security of Internet Payments – issued by The European Central Bank

February 2015 implementation deadline

The report defines “common minimum requirements” for Internet payments

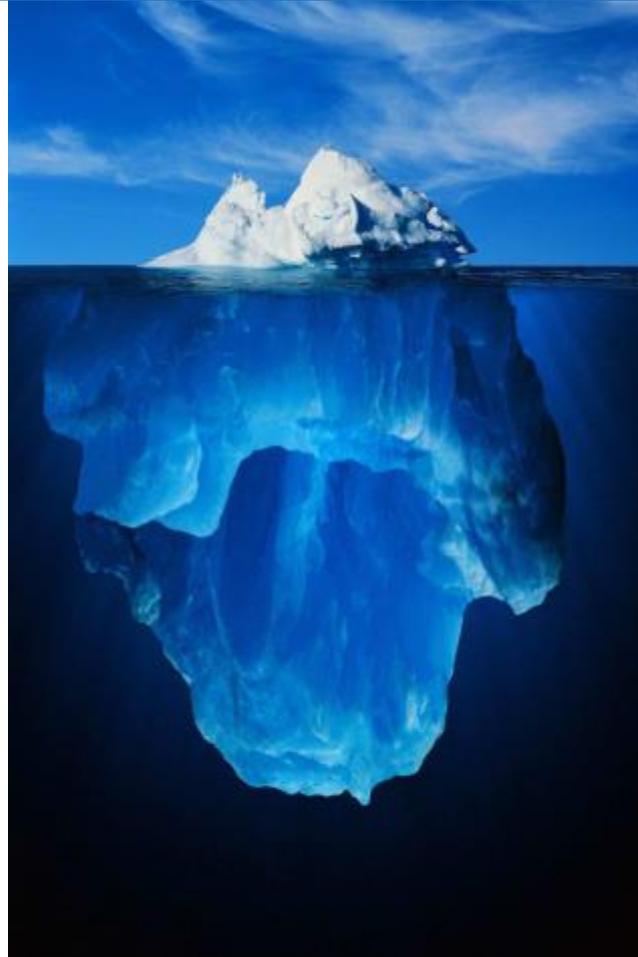
- Risk control and mitigation
- Strong authentication
- Transaction monitoring



Beyond Fraud Losses

The Extended Business Impact

Online fraud losses are the tip of the iceberg



Extended Fraud Losses

- Check
- Card
- Call center

Compliance & Legal

- Regulatory audits
- Legal exposure
- Litigation

Fraud Management Costs

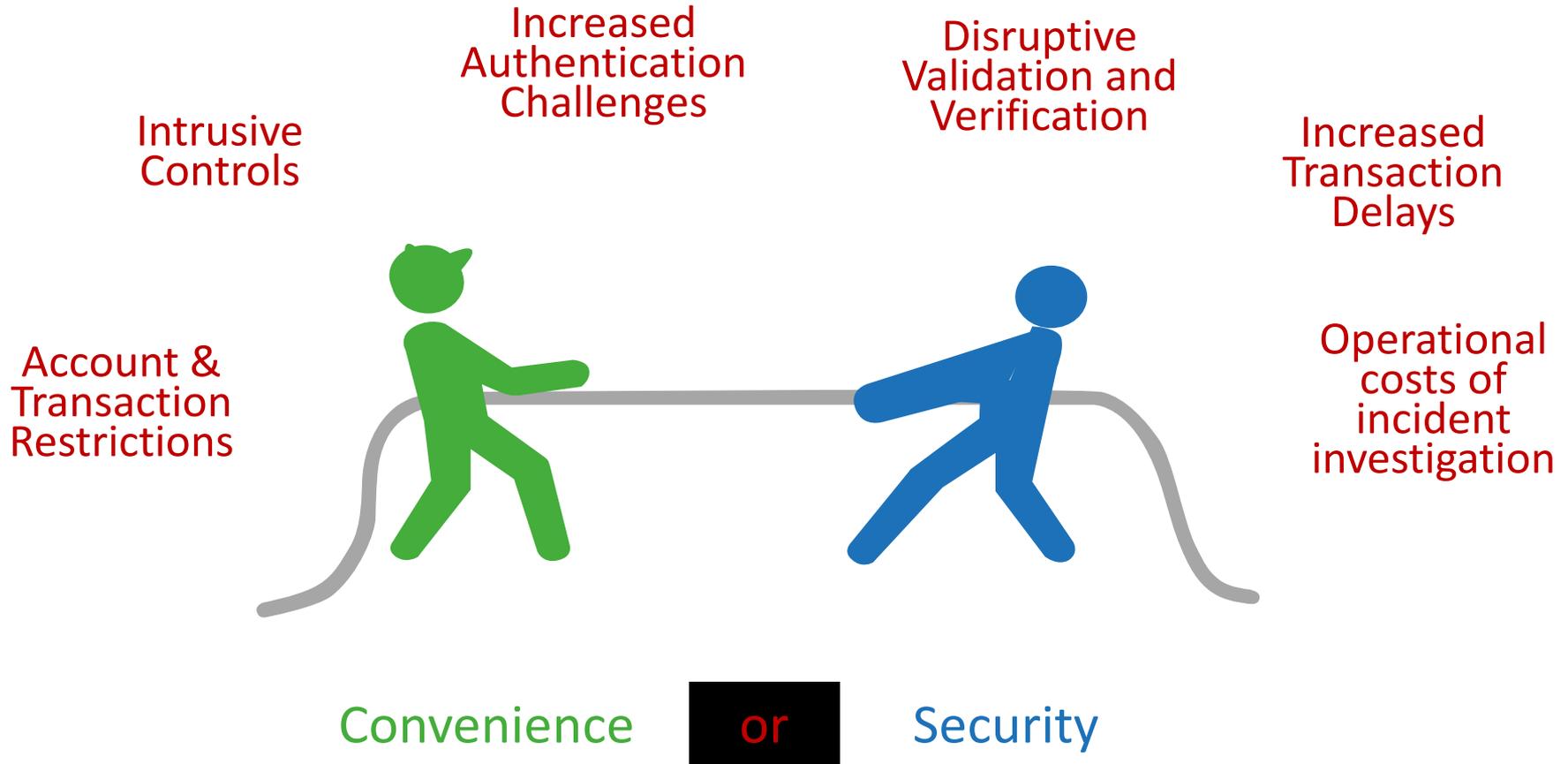
- Forensic investigations
- Transaction reviews
- Sustained technology

Customer Impact

- Brand
- Customer experience
- Churn



Existing fraud controls are ineffective while burdening your customer and internal staff



Trusteer stops root cause of attacks, leading to better security and customer experience

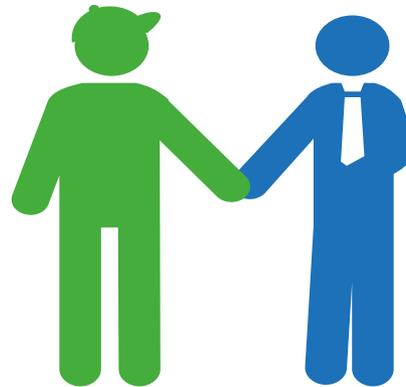
Trusteer
an IBM Company

Reduce authentication challenges

Stop fraudulent transactions BEFORE they are created

Delay and verify only truly risky actions

Prevent malware from ever taking hold

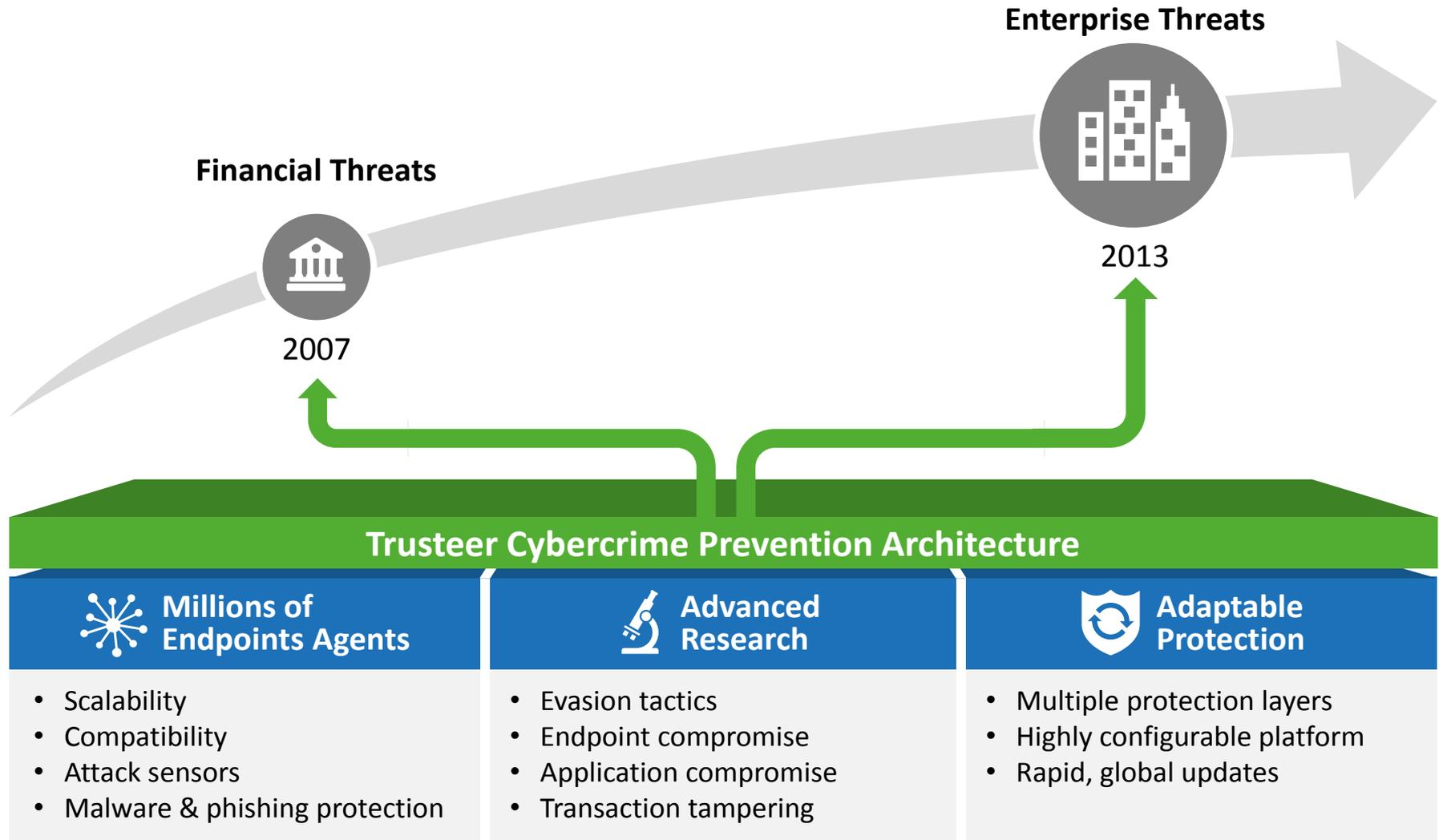


Reduce internal operational burden

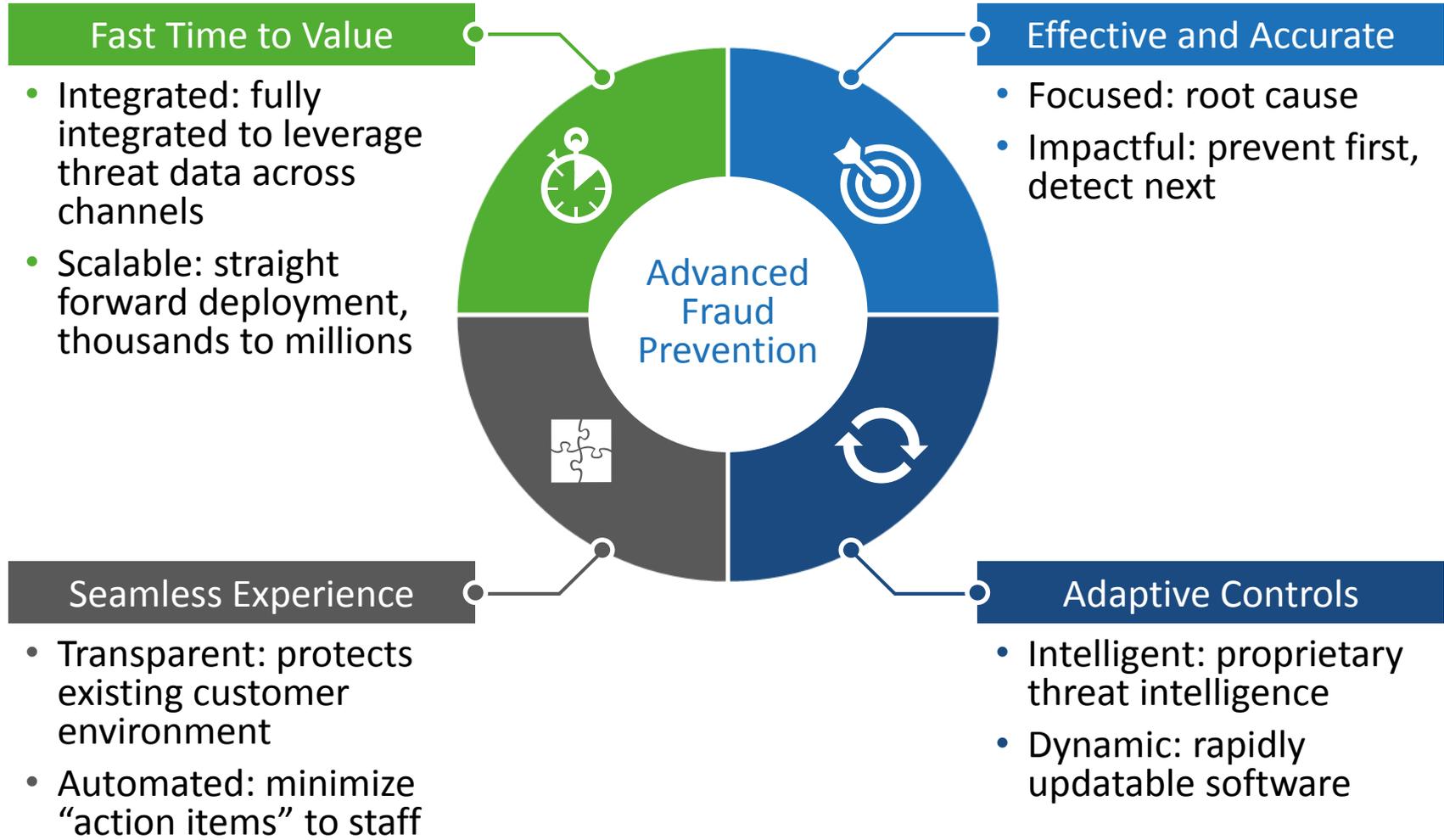
Convenience and Security



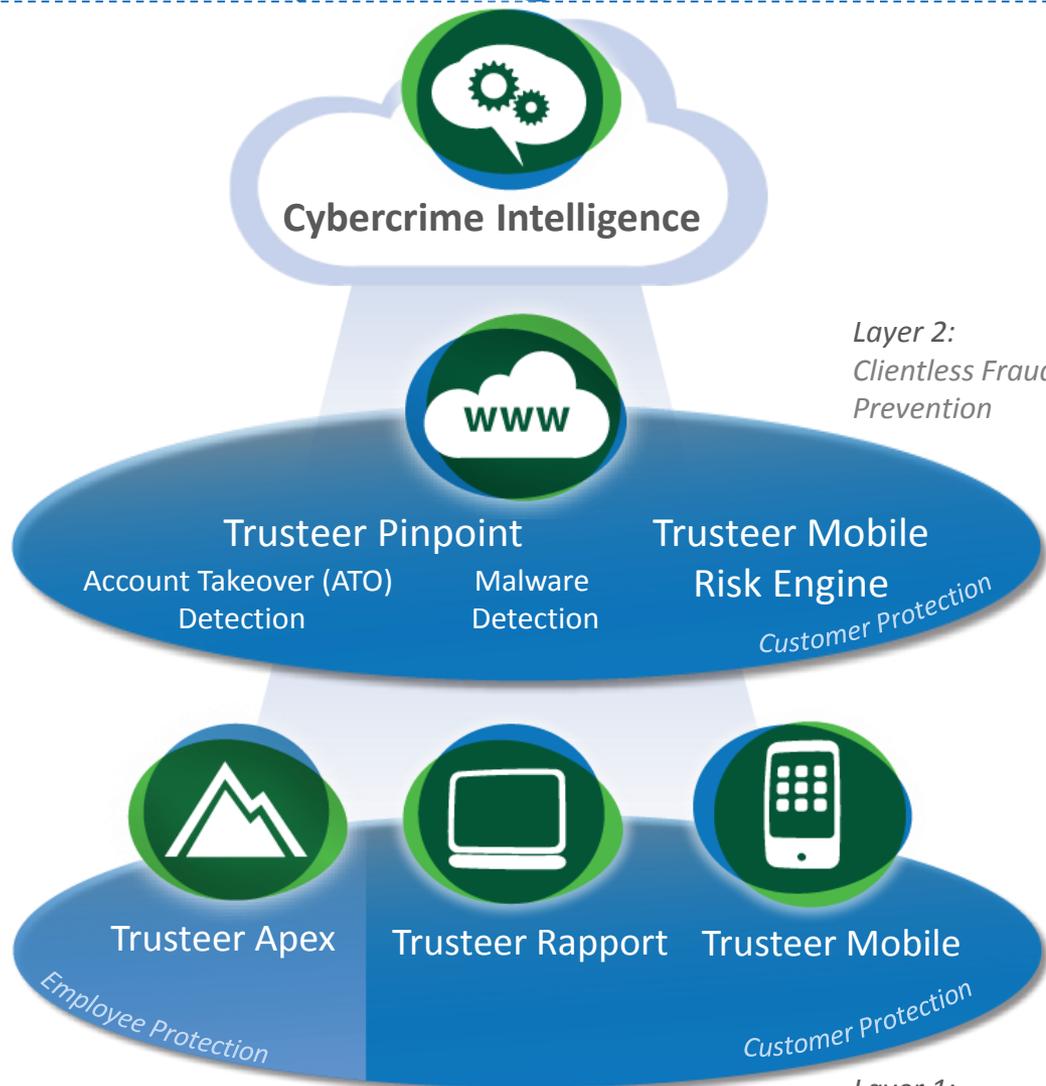
The Foundation for Effectively Stopping Advanced Threats



The Unique Value of Trusteer's Advanced Fraud Prevention Solutions



Trusteer Solutions – to protect against malware, phishing, and account takeover



Adaptable Intelligence
Driven Platform

Detects Device and
Fraudster Risk Factors

Prevents the Root
Cause for Fraud and
Data Breach



Millions of Endpoint Agents

- Over 100 Million protected endpoints
- Collects real-time intelligence on new attacks

In 2013, 27% increase in number of encountered malware families



Advanced Research

- Data analyzed by experts
- Proprietary threat intelligence

33% of new malware families discovered via Trusteer's coverage in Brazil



Adaptable Protection

- Multiple protection layers
- Rapid, global updates

In 2013, 20% increase in cured infections



Trusteer Delivers Hard Results



- 1. Malware Release Cycles Accelerate**
- 2. Mobile SMS-Forwarding Malware Commoditizing**
- 3. Old Techniques Used to Circumvent New Defenses**
- 4. Account Takeover Moves To The Victim's Device**
- 5. Malware Evades Malware Researchers**

 Global	Hundreds of Customers 100,000,000 Endpoints
 Solutions	Cybercrime Prevention for Customers and Employees
 Leader	Intelligence Technology Expertise

Leading Global Organizations Put Their TRUST In Us

7/10 Top US Banks 	9/10 Top UK Banks 
4/5 Top Canadian Banks 	Major European Banks 

Please join our workshop session to learn more about
Advanced Threats and Financial Fraud Prevention

May, 28 WORKSHOP 2:30PM

La soluzione IBM Trusteer contro le frodi web e mobile

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