

Symantec™ Online Fraud Protection

Protecting organizations and their customers against financial losses that can result from online fraud

"63.9% of marketing executives believe that security is significantly impacting brands"

CMO Council

September, 2006

"In 2007, identity theft cost consumers and businesses \$52.7 billion."

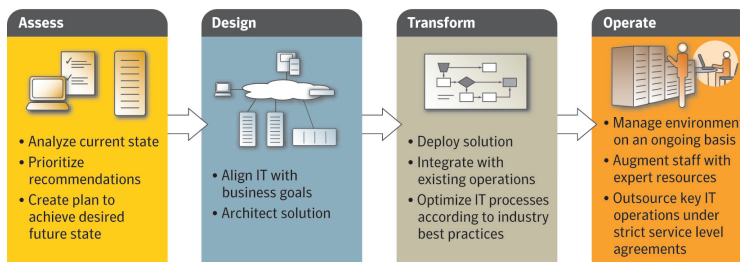
Javelin Strategy & Research

Internet fraud comes in many different guises - credit card fraud, fraud related to online investments, and Internet auction fraud represent but a few of the most common. Businesses that conduct transactions online are often targeted since online transactions inherently require so much personal information and consumers often provide the information unwittingly. A well-planned online fraud can result in significant financial losses for both the target business and its customers.

Symantec Online Fraud Protection is a comprehensive managed solution that protects organizations that conduct large volumes of financial transactions, and their customers, from losses that can result from online fraud. This program helps protect against the threats of identity theft, phishing, pharming and other varieties of online fraud to preserve the organization's brand, improve customer loyalty, minimize losses and avoid liability. If an incident should occur, the service helps organizations to proactively respond with reconnaissance and countermeasures, including working with Internet Service Providers (ISPs) to close down offending sites.

Symantec Online Fraud Protection program includes:

- Online Fraud Management Processes: Optimized processes to manage new threats
- Phishing Monitoring: Monitors for new phishing attacks and other attacks on the organization's brand
- Transaction Monitoring: Monitors transactions on back-office systems and blocks fraudulent activities
- Online Fraud Incident Response and Countermeasures: Rapid response to attacks in order to minimize losses and protect brand reputation
- Malware Intelligence and Analysis: Monitoring of malware targeting a specific organization's brand and analysis of new malware behavior
- Consumer Education and Protection: Education to protect customers from online threats



Symantec™ Online Fraud Protection

Symantec Online Fraud Protection provides a comprehensive program that leverages best of breed solutions and expands the value of existing investments:

- Online fraud analysis and business impact
- Strategy and options development
- Countermeasures Implementation
- Dynamic monitoring, evaluation and corrections

Economics of a Phishing Attack:

- 2,000,000 emails distributed
 - 5% get to the end user = 100,000
 - 5% click on the phishing link = 5,000
 - 2% enter data into the phishing site = 100
 - \$1,244 average loss from each person
- Potential Phishing Payoff: $100 \times \$1,244 = \$124,400$

and minimize the incidence of fraud

- Online Fraud Protection Expert Resident: Expert resource that serves as primary point of contact to the organization for online fraud protection issues

Online Fraud Protection reduces the risks to organizations and their clients of conducting online transactions and helps protect organizations against brand erosion; losses from compensating customers for online fraud incidents; the risks associated with online transactions; potential litigation caused by security breaches; staying current with all the latest threats and the program's customized assessments and business impact analyses help financial institutions comply with FFIEC requirements. Organizations that benefit include:

- National and regional banks
- Credit Unions
- Insurance companies
- High-volume online merchants
- Online brokerage houses
- Social networking sites
- Government taxation and regulation organizations in industrialized nations
- Hosted service providers

Contact Us Today

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About Symantec

Symantec is a global leader in providing security, storage and systems management solutions to help businesses and consumers secure and manage their information. Headquartered in Cupertino, Calif., Symantec has operations in more than 40 countries. More information is available at www.symantec.com.

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