

Major European Corporate Bank reduces on-line frauds thanks to Cleafy client-less Threat Detection

On-Line Fraud Detection: an increasing challenge

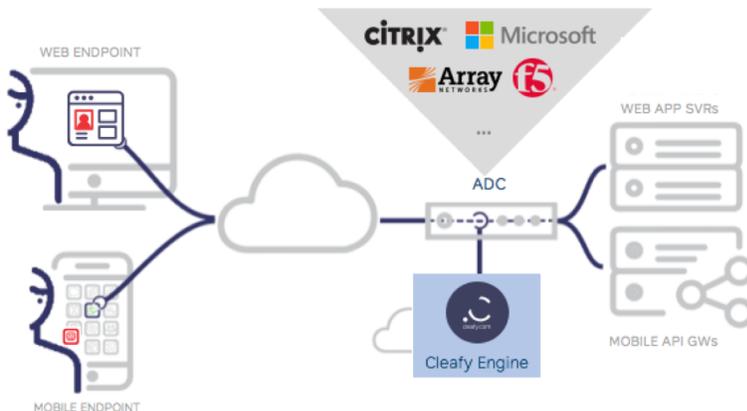
Companies offering services with monetary value attached - such as corporate or retail banking, brokerage or e-commerce - are facing an increasing challenge in protecting their business and end-users.

Advanced attacks from infected endpoints leverage sophisticated MITB, RAT-in-the-Browser or VNC/BackConnect and Mobile Overlay techniques have evolved to infect endpoints and perform fraudulent transactions without being detected by traditional on-line fraud prevention solutions. Solutions based on transactional and behavioral analysis that are comparing new activities against historical behavior are less and less effective in detecting attacks that are closely mimicking user behavior.

Today CISOs need new tools that can detect advanced threats in real-time and enable them in automatically putting in place effective protection and response actions to protect their business and users.

Cleafy: a new approach to On-Line Fraud Prevention

Cleafy introduces a new approach to on-line fraud prevention based on client-less, end-to-end, deterministic threat detection is neither based on behavioural analysis nor on signature and pattern-matching.



"With Cleafy we are now able to detect new threats from infected endpoints and prevent in real-time all fraudulent transactions.

Cleafy was a game changer for us."

CISO at European Corporate Bank

Cleafy performs a full DOM, XHR and API integrity check in real-time to detect whether the static/dynamic content generated by the server side has been modified once rendered and executed on the client side. Cleafy application and data integrity check provides real-time risk scoring, threat classification and direct visibility of the injected snippets of code, that are automatically extracted and categorized.

Cleafy does neither requires any application change nor impacts the end-user experience or endpoint performance. Therefore, Cleafy can be easily deployed and integrated in any security architecture.

Cleafy: a real story about on-line fraud prevention

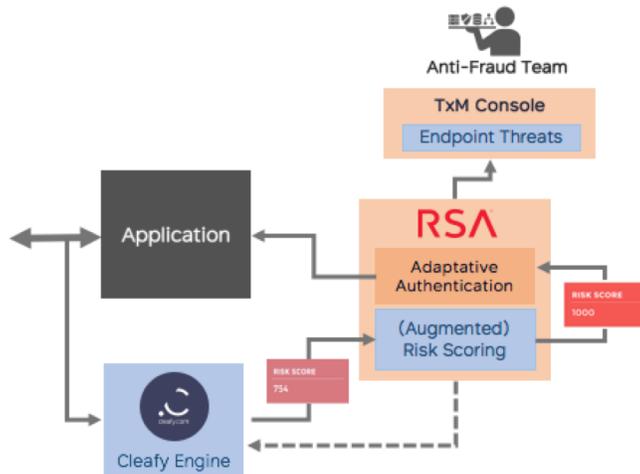
When a major European Corporate Bank started facing targeted attack campaigns, they realized that their on-line prevention solutions based on transactional and behavioral analysis were not adequate anymore and that new end-to-end threat detection capabilities were required.

Already during the POC, Cleafy immediately demonstrated its ability to detect threats that had previously been invisible and was therefore soon promoted to production. Moreover, Cleafy real-time risk scoring was integrated with RSA AAOP to enable risk-based authentication and help preventing frauds while minimizing customer friction.

Threat Detection before and after Cleafy



Major European Corporate Bank



Cleafy advanced threat detection greatly increased the ability of the Bank to prevent on-line frauds and provided predictive visibility on attack campaigns long before they are in full swing.

Cleafy: end-to-end threat detection and prediction

With Cleafy it becomes possible to:

- identify real security risks by discriminating generic and targeted attacks specifically crafted for your web and mobile applications
- improve customer satisfaction thanks no-touch visibility on infected endpoints and understanding of user experience under attack
- enhance cybersecurity and forensic capabilities thanks to gained insights into attacker techniques and procedures
- prevent business disruption and anticipate attack campaigns by adopting appropriate prevention and response actions
- reduce money losses or brand/reputation damage - stay compliant with security regulations (e.g. EBA/PSD2)

About Cleafy

Cleafy enables an effective approach in protecting on-line services and users against advanced attacks. Major corporate and retail banks leverage Cleafy unique threat detection and prediction capabilities to effectively protect millions of their end-users from on-line frauds.

“Cleafy client-less threat detection and real-time risk scoring improved our on-line fraud prevention capabilities and complemented already-in-use transactional and behavioral analysis solutions”