

ENTERPRISE WEB SERVICES

Overview

Kount Enterprise Web Services provide the maximum protection for the merchant while minimizing the impact of managing fraud prevention. These services provide merchants with external resources that help them maintain and enhance their Kount Complete™ solution. Kount's risk analysis department works with the merchant's risk managers, augmenting the merchant's experience to develop effective anti-fraud strategies that optimize the Kount Complete anti-fraud solution.



OPERATIONAL MANAGEMENT

Comprehensive support and best practices to maximize operational efficiency.

MANUAL REVIEW AUTO AGENT	3RD PARTY DATA CALLOUTS
CASE MANAGEMENT	AGENT MANAGEMENT TOOLS
BANK INFORMATION	VERIFICATION & AUTHENTICATION
REPORTING	ENTERPRISE WEB SERVICES

Kount's Fraud Platform consist of the three main pillars of an overall fraud strategy, Fraud Detection, Strategy Management and Operational Management. Enterprise Web Services is just one of the many features in Kount's comprehensive solution. See reverse for more detail.

The Solution

Merchants can capitalize on Kount's expertise to secure critical benefits: enhanced protection, lower cost of goods sold, and improved operational efficiency...without impacting the customer experience.

Kount Enterprise Web Services provides a comprehensive set of support and development services, including:

- > Boarding and certifying new merchants
- > In-depth training on Kount features and best practices
- > Customized rules development and review
- > Global analysis of a merchant's risk environment
- > Optimization of rules and configuration specific to a merchant's needs

Most importantly, Kount Enterprise Web Services enables merchants to confidently scale transaction volume and revenue while holding down staff growth, sustaining overall profitability.

Kount Enterprise Web Services allows merchants to minimize the impact of hiring and training internal staff to:

- 1) Support and administer the Kount application
- 2) Manage the complexity of ever-changing fraud attacks, payment regulations, and emerging fraud and anti-fraud technologies

A STRATEGIC APPROACH TO FRAUD/RISK MANAGEMENT

Kount provides an all-in-one fraud management solution to help you prevent fraud before it occurs.

FRAUD DETECTION

The layered integration of Kount's core technology makes it possible to more quickly and accurately detect fraud. Our proprietary techniques analyze hundreds of variables resulting in a highly predictive Kount Risk Score.

KOUNT FRAUD SCORE

ORDER LINKING

DEVICE FINGERPRINTING™

PERSONA™ TECHNOLOGY

PROXY PIERCING

DYNAMIC SCORING & RESCORING

GEOLOCATION

MOBILE DEVICE ANALYSIS

STRATEGY MANAGEMENT

Kount's tools create and manage a fraud strategy that dovetails with your business needs. Customize how Kount processes transactions based on your specific business rules.

CREATE RULES

SHOPPING CART DATA

MANAGE RULES

CUSTOM SCORES

AFFILIATE MONITORING

AUTO DECISIONING

VELOCITY LIMITS

MULTI-CHANNEL STRATEGIES

OPERATIONAL MANAGEMENT

Comprehensive support and best practices to maximize operational efficiency. A simple way to manage the flow of transactions through the system, interact with risk managers and critical business systems such as logistics, accounting, etc.

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Kount

Kount delivers an all-in-one fraud and risk management solution for companies that have card-not-present environments looking to simplify their fraud/risk operations while dramatically improving bottom line results. Kount provides a single, turnkey fraud solution that is easy-to-implement and easy-to-use. Kount's proprietary technology has

reviewed hundreds of millions of transactions and provides maximum protection for some of the world's best-known brands. Kount's solution is feature rich and technology proven. Regardless of the industry, Kount responds with accurate information in milliseconds, thereby enhancing the overall consumer experience.