



## Entrust TransactionGuard

### Fraud Detection Deployment Excellence Program

Today's large banks and financial institutions rely on proven technology from Entrust to protect their customers from online fraud attacks and help maintain a strong brand reputation. The Entrust TransactionGuard zero-touch fraud detection solution provides real-time monitoring of transactions, automatic detection of fraudulent activities and comprehensive case management tools for your fraud team.

To simplify this task, Entrust's Deployment Excellence Program is a collaborative approach to optimizing your fraud detection environment. Entrust experts provide personalized advice for process improvements; help you reach operational excellence in fraud prevention and detection; and optimize overall performance of the complete solution.

### A Proactive Approach

Whether working alone or within sophisticated networks, criminals are constantly employing new methods to defraud your organization and customers. Remain at the forefront of these threats by leveraging Entrust expertise to expand your knowledge and optimize fraud operations — helping your organization stay current with advanced online phishing and fraud techniques. Without the right expertise and a proactive approach, a reactionary model can be expensive, arduous and time-consuming.

### Fraud Detection: Fine-Tuned

This premiere service provides an unbiased analysis of your complete Entrust TransactionGuard fraud detection environment. In a collaborative effort, our team of deployment experts will work with your organization and study the specifics of the system configuration — encompassing financial applications and fraud detection; overall system architecture and traffic-loading; as well as any new initiatives on your security roadmap.

Based on a well-defined process, Entrust assesses, analyzes, identifies and recommends specific tactics to enhance your fraud detection platform and proactively prepare for future initiatives.

### Evolving with You

Progressive financial institutions deploy new services and/or access methods for added customer convenience. To ensure Entrust TransactionGuard is performing at a peak level, Entrust provides thorough evaluation and customization for persistent optimization against evolving threats.

### Program Benefits

- Ensure environment evolves with introduction of new services or applications
- Comprehensive solution optimization
- Helps properly integrate new access channels (e.g., ATM, IVR, mobile)
- Personalized advice for process and fraud improvements
- Superior ownership experience



## Entrust TransactionGuard Deployment Excellence Program

- ✓ Hands-on sessions between your fraud team and Entrust experts
- ✓ Strategic advice based on your specific system model and unique needs
- ✓ System architecture optimization and capacity planning
- ✓ Efficient creation and tuning of fraud rules and signatures
- ✓ Comprehensive review of fraud objectives and evolving industry threats
- ✓ Operational refinements for the fraud department, including workflow and organizational roles and responsibilities
- ✓ Best practice recommendations for fraud detection environments
- ✓ Hands-on training, as requested

### Solution Benefits

- More cost-effective, well-tuned fraud detection environment
- Scalability to allow organization to grow with new users and/or applications and services
- Innovative, forward-thinking online fraud detection and prevention
- Effective system architecture for maximum uptime and disaster recovery coverage
- Documented system configurations for quicker service request support
- Smoother operations — staging new workflow, system maintenance

### More Information

For more information on Entrust TransactionGuard, contact the Entrust representative in your area at 888-690-2424 or visit [www.entrust.com/fraud-detection](http://www.entrust.com/fraud-detection)

---

### About Entrust

Entrust provides trusted solutions that secure digital identities and information for enterprises and governments in 2,000 organizations spanning 60 countries. Offering trusted security for less, Entrust solutions represent the right balance between affordability, expertise and service. These include SSL, strong authentication, fraud detection, digital certificates and PKI. For information, call 888-690-2424, e-mail [entrust@entrust.com](mailto:entrust@entrust.com) or visit [www.entrust.com](http://www.entrust.com).

**Entrust**<sup>®</sup> Securing Digital Identities & Information

Entrust is a registered trademark of Entrust, Inc. in the United States and certain other countries. In Canada, Entrust is a registered trademark of Entrust Limited. All other Entrust product names and service names are trademarks or registered trademarks of Entrust, Inc. or Entrust Limited in certain countries. All other company names, product names and logos are trademarks or registered trademarks of their respective owners. © Copyright 2010 Entrust. All rights reserved.