

## SmartAuth

### Combating CNP Fraud

SmartAuth is an extremely powerful, real-time pre-authorisation screening system developed to combat the growing menace of card fraud on the Internet and in other Card Not Present (CNP) environments.

The increased availability of stolen card details obtained through phishing, hacking, identity theft and skimming, combined with the explosion of e-commerce, mail order and telephone order, makes CNP fraud an extremely important issue for online Merchants and also for Internet Payment Service Providers (PSPs).

SmartAuth consists of a suite of functions and tools that combine the techniques and experience that aiCorp has developed by working with some of the World's leading Banks and Payment Processors to screen billions of transactions through millions of merchants every year.

It can be as powerful and complex as your business demands – decisioning can be fully automated, completely manual or a combination of both.

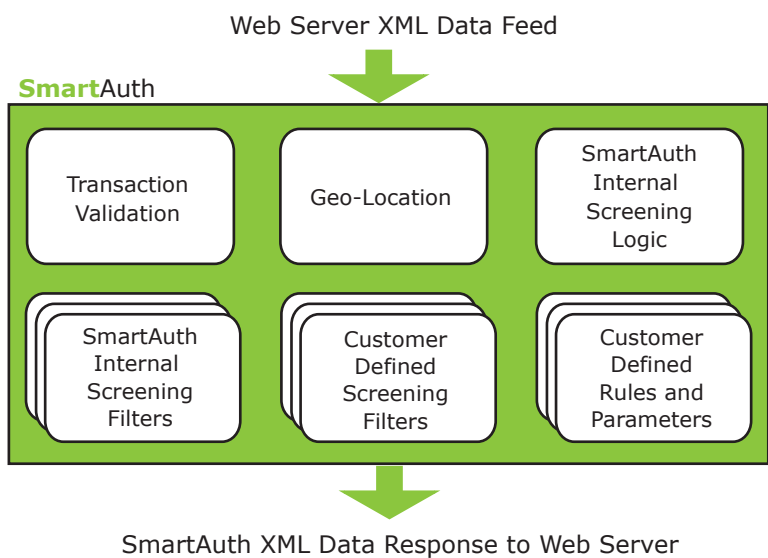
For customers that want a less complex and fully automated solution, SmartAuth has a set of "black box" logic that combines transaction pattern analysis and geo-location techniques. This provides accurate detection and the low levels of false alerts required by most merchants.

The SmartAuth system has been designed to be implemented as part of the server-side processes as outlined below:

- The cardholder (person buying goods or services over the Internet) submits a standard HTML form to the web server of the company providing the goods or services
- Whilst processing the contents of the form (in an active server page, Perl script, CGI script etc), the company's web server takes the relevant HTML form data, combines it with their SmartAuth account details and constructs a valid XML document
- The company's web server posts this XML data to the SmartAuth web server
- The SmartAuth web server returns an XML response that indicates the result of the screening process
- The company's web server receives the XML response and decides whether to accept or decline the transaction based on the SmartAuth response.

Customer defined screening filters, rules and parameters

When complex screening and control is required, customers can define additional screening filters, create multiple rules and parameters, and customise interfaces on a product, group of products, department, customer or merchant basis.



SmartAuth has a comprehensive set of functions that allows the filtering, permitting or blocking of transactions based on individual elements of the transaction data including IP address, BIN, card number, geographical location, email address, postal/ZIP code, transaction history, 3D Secure validation history, customer history, merchant type and product type.

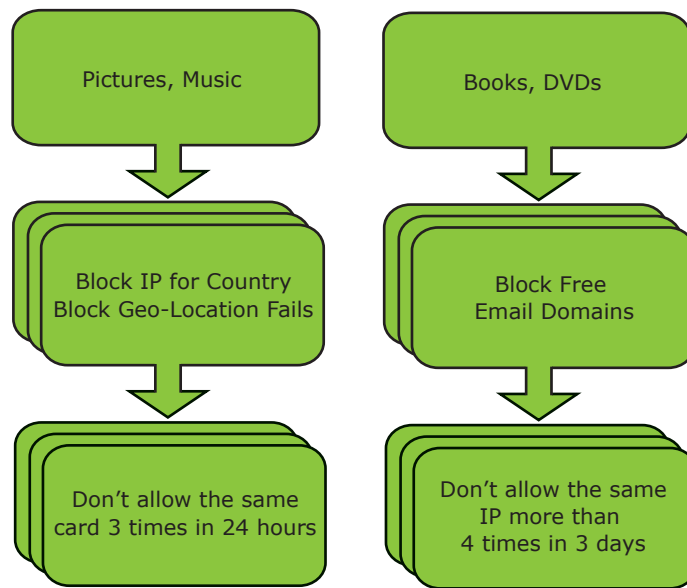
For greater flexibility, screening criteria can be set separately for each individual product or group of products, which is particularly relevant for customers with many different product lines, where discreet choices can be made as to whether or not a transaction should be allowed.

For instance, a geo-location filter may be considered important for gaming or software downloads, but less important where goods are being delivered to a verifiable address.

SmartAuth is particularly suited to combating fraud on Merchants in popular online environments including gaming sites, online digital services (such as picture, software and music downloads) and airline e-tickets.

SmartAuth can be customized to meet your specific needs

SmartAuth can be delivered with market-specific rule packs and data feeds to address the needs of particular markets, such as e-ticket fraud on airlines.



The comprehensive user interface enables SmartAuth users to conduct:

- Manual transaction entry
- Fraud screening
- IP checking
- Rule and parameter management.

In order to obtain best results, the user can scrutinise multiple aspects of a transaction, and at the same time conduct a review of transaction history and historical results.

SmartAuth is a sharplu focused fraud detection solution that allows the business to flow freely, yet at the same time safeguards it against general and targeted attacks.

Powerful, intuitive and flexible, SmartAuth is an extremely cost-effective fraud detection solution that provides a rapid return on investment and puts the customer in control.



## The ai Corporation managing card fraud in the 21st Century

The ai Corporation is a leading designer, developer and supplier of state-of-the-art payment card fraud detection and prevention software systems for Issuers, Acquirers, Payment Processors and Merchants.

Our suite of card fraud detection and prevention solutions includes the renowned RiskNet Issuer and RiskNet Acquirer products, as well as the intuitive, real-time card fraud screening solution SmartAuth.

Hundreds of major financial institutions including some of the world's biggest banks and payment processors and more than three million retailers use our fraud management products. Each year, our fraud management solutions are used to monitor many millions of cards and in excess of 8 billion transactions and authorisations each year.

VISA and NatWest Streamline were among the first companies to use our card fraud prevention software solutions. Among the other organisations who use our solutions are: Global Payments Inc in the USA, one of the world's largest acquirers; China Construction Bank, the second largest issuer in China; and payment processors Bankserv in South Africa and Arab Financial Services in Bahrain.

Our solutions go beyond the software. Our customers are supported by a team of highly responsive industry experts - many of whom have run fraud departments. Our experts work with in-house fraud teams to help them better understand their exposure to card fraud and how to improve fraud management.

We fully understand the demands facing fraud teams and react quickly to support and guide our customers if they experience unusual fraud patterns or business constraints. We undertake ongoing research and development, shaped by our clients and by academics, and sponsored by the UK Government. We continually add features to improve performance and are committed to ensuring our systems meet the needs of our clients, both now and in the future.

Our customers are heavily involved throughout the development and ongoing evolution of all our products, which helps ensure each solution is quick and easy to implement, extremely user-friendly and has the functionality to meet the dynamic demands of the fraud market.

