

# Risk Account Manager Service for RSA® Adaptive Authentication

## At a Glance

- Increases your security posture by providing a dedicated Fraud and Risk Management specialist for your Adaptive Authentication environment.
- Monitors and analyzes worrying fraud trends, suggests remedies and leveraging RSA resources to update your risk model.
- Optimizes your fraud and risk management posture provided by the RSA Adaptive Authentication and Fraud Management solution by analyzing your environment's specific needs.
- Ongoing tuning and updating of your Risk Model to counter specific threats.

## RSA® Adaptive Authentication

RSA® Adaptive Authentication is a comprehensive multi-channel authentication, risk management and fraud detection platform providing cost-effective protection for an entire user base. Adaptive Authentication monitors and authenticates user actions based on risk levels, institutional policies and customer segmentation, and can be implemented with most existing authentication methods.

RSA Adaptive Authentication is delivered with a robust, self-learning risk model designed to identify and protect customers from a wide variety of threats. While the risk model has been proven to be highly effective in detecting fraud and managing risk, RSA has learned from experience that customers' individual threat patterns and protection needs can differ considerably.



The Security Division of EMC

Different customers may be exposed in different ways as a result of their specific implementation, risk policies, detailed mode of conducting business, geographic location and even the regulatory environment. All of these change from time to time.

## RSA Adaptive Authentication – Risk Account Manager Service

The Risk Account Manager (RAM) service assigns a dedicated RSA Fraud and Risk Management specialist to your account. Her or his main roles are to help with the ongoing optimization of your fraud and risk management posture; provide rapid response to fraud incidents and emerging threats; and supplement your team's experience with the collective wisdom and know-how gained by working with hundreds of organizations who rely on RSA for fraud and risk management.

The dedicated RAM service is capable of analyzing worrying trends, suggesting remedies and leveraging appropriate resources to update the risk model. The RAM service is also current with RSA's fraud intelligence discoveries, ongoing fraud prevention expertise, research and the RSA® Anti-Fraud Command Center.

The RAM service provides ongoing expertise to your security team and optimizes your fraud and risk management position by understanding specific needs, working with the RSA fraud team on model optimization and adjustment, or suggesting an optional, custom module to be developed.

To help optimize Adaptive Authentication and Fraud Monitoring to your specific needs, the RSA Risk Account Manager service, depending on the level of service, will:

- Perform initial and periodic detailed analysis of your risk and fraud environment, including analysis of extensive production data to identify vulnerabilities and risk patterns.
- Study specific fraud patterns which may arise, and recommend action when necessary.
- Support the ongoing management of the risk models.



- Conduct periodic (bi-weekly or monthly) calls to understand specific needs and specific implementation details that may affect the risk model performance.
- Conduct periodic on-site visits (two or three per year).
- Suggest custom risk model developments that will optimize fraud detection, usability, operational constraints and risk policies based on current needs of the financial and consumer sectors.
- Provide annual risk model updates.
- Implement tuning of the risk models to effectively counter specific threats identified by the team.
- Monitor the tuned risk model to ensure its effectiveness.
- Deliver evaluation documents explaining changes to detection and challenge rates as a result of customization.

---

## Service Benefits

---

To maximize return on investment in security technology, organizations need to obtain a clear understanding of the best processes for defining solution architectures and policy models for implementing and supporting those solutions. There are several types of organizations that can benefit from a dedicated Risk Account Manager service:

- Large financial institutions operating in a dynamic environment which makes risk management complex and custom-made.
- Any organization wishing to address an emerging fraud area that is currently not monitored.
- Organizations desiring to ensure that their customers fully leverage RSA product features in order to enhance both the security and the availability of key business processes and information.
- Small organizations whose internal resources can be enhanced by a dedicated fraud fighting expert.
- Organizations which want to leverage the enterprise security knowledge and experience of dedicated RSA consultants, including extensive backgrounds across major industries and many of the largest worldwide business organizations.

## Why RSA?

RSA, The Security Division of EMC, is the expert in information-centric security, enabling the protection of information throughout its lifecycle. RSA enables organizations to cost-effectively secure critical information assets and online identities wherever they live and at every step of the way. RSA further allows organizations to manage security information and events, easing the burden of compliance. RSA offers the industry-leading products for secure access solutions, together with a team of experienced service professionals.

RSA Professional Services offer security consulting, design and implementation services as well as on-going support which maximize the security of information, infrastructure and identities, increase business agility, and reduce overall cost. Our team is comprised of senior practitioners who bring a broad understanding of security trends, years of experience serving organizations and deep knowledge of security solutions.

By utilizing the experience of the RSA Professional Services team, customers ensure their security infrastructure takes advantage of the features of RSA's product suites and is architected using RSA and industry best practices in support of business requirements.

## Take the next step

Implementing a secure, robust and scalable security infrastructure can be a complex task in a large business environment. RSA has extensive experience in servicing RSA solutions for companies across the globe. Contact your sales representative for more information, or visit [www.RSA.com](http://www.RSA.com).



RSA Security Inc.  
RSA Security Ireland Limited  
[www.rsa.com](http://www.rsa.com)

The Security Division of EMC

©2009 RSA Security Inc. All Rights Reserved.  
RSA, RSA Security and the RSA logo are either registered trademarks or trademarks of RSA Security Inc. in the United States and/or other countries. EMC is a registered trademark of EMC Corporation. All other products and services mentioned are trademarks of their respective companies.