

# RSA FRAUD & RISK INTELLIGENCE® SUITE PROFESSIONAL SERVICES

## ACCELERATING TIME-TO-VALUE

### EXECUTIVE SUMMARY

#### TECHNOLOGY EXPERTISE

RSA Professional Services is for organizations that want to maximize their return on RSA product investments, including RSA Fraud & Risk Intelligence Suite. Customer requirements and expectations are best met when product deployments are adequately planned, implemented and maintained with regular upgrades and tuning.

Professional Services for RSA Fraud & Risk Intelligence Suite is also suited to organizations seeking to complement their in-house resources with RSA subject matter experts.

### PERSONNEL RESOURCING TRENDS

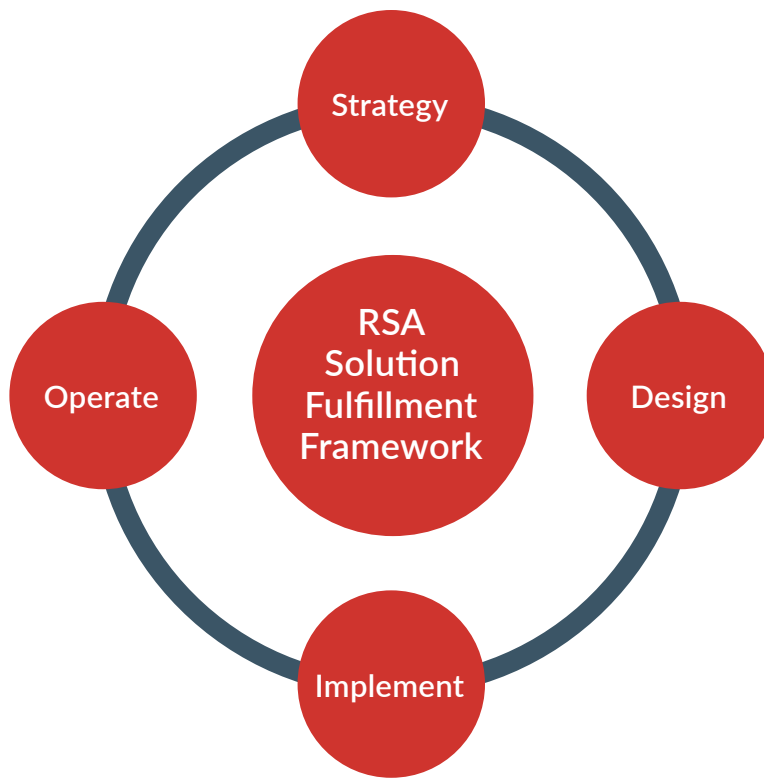
#### A SHORTAGE OF CYBERSECURITY SKILLS

Organizations continue to face a shortage of IT talent, with cybersecurity skills topping the list. This trend is expected to continue for the foreseeable future, particularly when it comes to specific needs, such as advanced fraud detection and prevention before harm is done to the organization.

With the demand for trained and experienced cybersecurity professionals exceeding the supply, organizations have struggled to develop the measures required to counteract more sophisticated adversaries. Professional Services from RSA and partners provides a viable solution to address the problem:

- Globally distributed teams of practitioners
- Trained and accredited security professionals
- Experience gained from thousands of engagements across a range of industries in the commercial and government sectors
- Enterprise-level solution fulfillment addressing complex solution deployment requirements
- Project management services to drive successful outcomes, remediate engagement risks and streamline communications

Professional Services for RSA Fraud & Risk Intelligence Suite is part of the RSA Services organization, which provides a variety of complementary services including consulting services from the RSA Incident Response and Advanced Cyber Defense Practice, training and education services from RSA University and 24x7x365 product maintenance and personalized support services from RSA Support.



## RSA SOLUTION FULFILLMENT FRAMEWORK

*Our services portfolio ranges from requirements analysis and solution design to deployment and ongoing solution management*

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## RSA FRAUD & RISK INTELLIGENCE SUITE

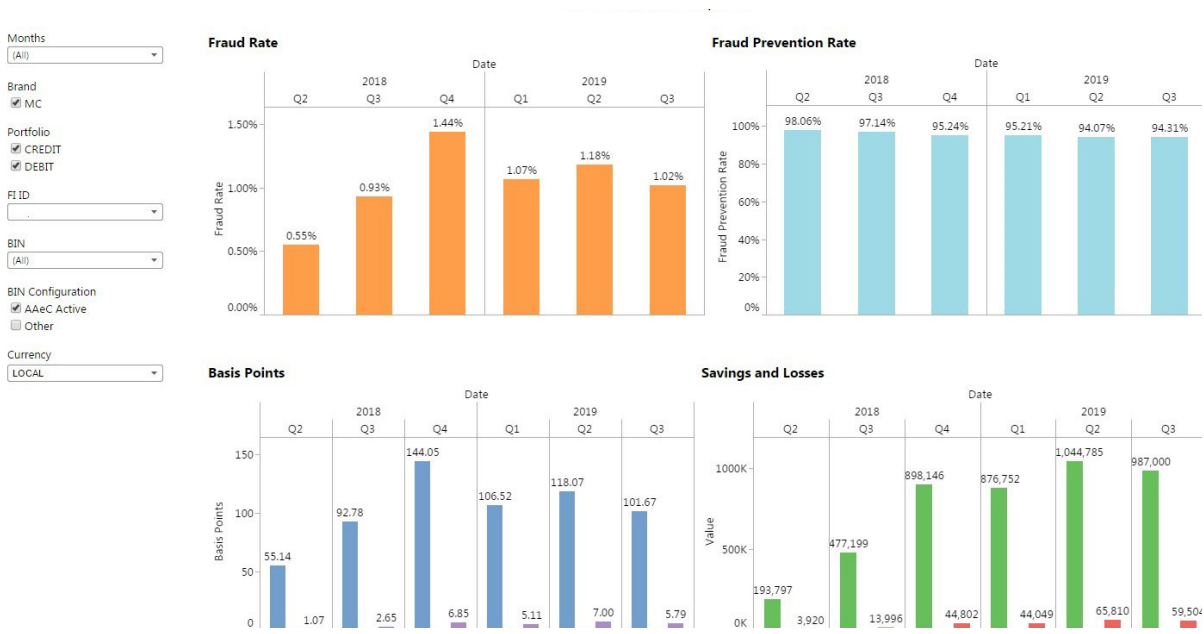
### PREVENT FRAUD, DELIGHT YOUR CUSTOMERS

RSA Fraud & Risk Intelligence Suite Professional Services addresses requirements to deploy a holistic solution across each of the following suite components:

- **RSA Adaptive Authentication**—deployed to provide risk-based, multi-factor authentication for organizations seeking to protect their customers from fraud across digital channels. Powered by the RSA Risk Engine, and optimized by RSA Professional Services, RSA Adaptive Authentication is designed to measure the risk associated with a user's login and post-login activities by evaluating a variety of risk indicators. Deployment options include on-premises and cloud models.
- **RSA Adaptive Authentication for eCommerce**—optimized to deliver an EMV 3D Secure solution to card issuers and transaction processors. Powered by the RSA Risk Engine, and optimized by RSA Professional Services, RSA Adaptive Authentication for eCommerce is designed to provide a consistent, secure online shopping experience for cardholders while mitigating the risk of chargeback losses.
- **RSA FraudAction 360**—threat monitoring, detection and attack takedown services from our 24/7 anti-fraud command center.
- **RSA FraudAction Cyber Intelligence**—tiered services providing deep insights into underground tools, tactics and procedures, tailored to threats targeting the customers' brand and resources.

The Professional Services portfolio accommodates customers with differing requirements and maturity levels:

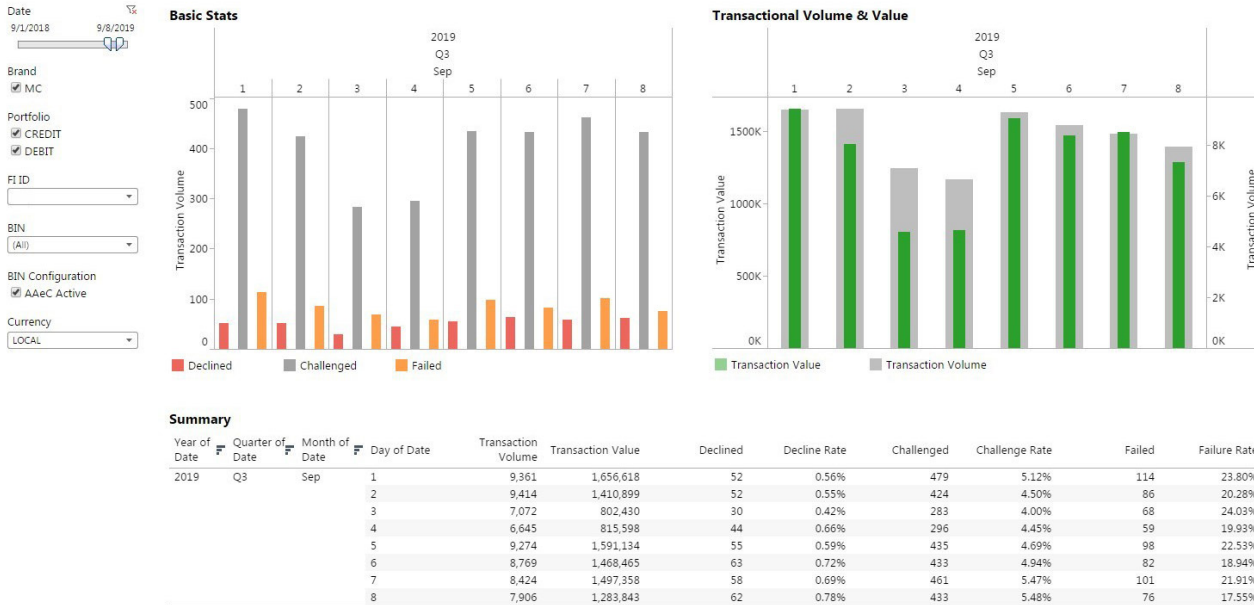
- **Design and implementation services**—to get the solution up and running, achieve early wins and accelerate time-to-value
- **Configuration services**—tailoring of solution elements such as event types, generic fields, challenge questions, rules and risk engine fraud detection capabilities
- **Subscription services**—to provide flexible, ongoing access to RSA experts when you need them
- **Periodic solution review**—technical tuning and optimization recommendations to ensure customers are getting the most out of their product investment
- **Service account manager**—technical advocate, product champion and single point of contact to ensure that the performance, features and functionality of the solution align with near-term and longer-term goals
- **Risk analysis manager**—fraud expert with the skills to review incident statistics and optimize the use of the product to maximize fraud detection and prevention rates
- **3D Secure services**—3DS cryptographic key implementation for stronger and better fraud detection along with guidance and direction designed to reduce e-commerce checkout times and reduce password reset calls



## RSA ADAPTIVE AUTHENTICATION FOR ECOMMERCE

*Dashboard used to track quarterly statistics including fraud detection and prevention rates, estimated fraud losses and savings. RSA Professional Services works with customers to tune the risk engine and related rules to align with requirements, which enhances business outcomes.*

## Daily Overview



## RSA ADAPTIVE AUTHENTICATION FOR ECOMMERCE

*Dashboard used to track daily credit card statistics including transaction values and volumes and the numbers of transactions declined, challenged and failed. RSA Professional Services works with customers to implement the 3D Secure protocol, which improves the cardholder experience and reduces chargeback losses.*

**RSA Adaptive Authentication** Logged in as: customer4 | Logout  
Organization: POC4

Policy Management Administration Customer Service Reports

Edit Rule

1: General 2: Conditions 3: Actions Summary

Build the condition(s) for this rule using categories, facts, and operators. You must add at least one condition. Each condition must contain at least one expression.

**Rule Conditions**

Condition 1 Hide | Remove Condition

Expression 1

Risk Score > Greater than or Equal to 900

Remove Expression Duplicate Expression

Join Multiple Expression By OR Add New Expression

Condition 2 Hide | Remove Condition

Expression 1

Account Details > Account Type > Equal to CHECKING

Remove Expression Duplicate Expression

Join Multiple Expression By OR Add New Expression

Add New Condition

## RSA ADAPTIVE AUTHENTICATION

*Administrator policy manager interface providing the ability to configure the rules and conditions in alignment with the business requirements for fraud detection and prevention. RSA Professional Services works with customers to implement rules and conditions based on risk parameters, such as account type and user risk score and the ranges within which the level and type of user authentication required can be established.*

## PUTTING IT ALL TOGETHER

### FRAUD PREVENTION TO KEEP TRANSACTIONS MOVING

Fraud prevention and detection requires the right combination of technology and expertise. Fraudsters adopt digital attack patterns that are targeted at both mobile and web platforms, which also provides a valuable opportunity to gather risk statistics for analysis. Security teams need to be able to detect subtle indications of fraud and risky behavior rather than expect that rudimentary control mechanisms will succeed in blocking sophisticated fraudsters.

RSA Fraud & Risk Intelligence Suite comprises a set of comprehensive and key risk analysis technologies that provide organizations with the opportunity to detect early signs of fraud. When combined with the skills and knowledge transfer capabilities of RSA Fraud & Risk Intelligence Professional Services and the RSA FraudAction™ team, organizations can begin to retake the high ground and protect the organization's business.

## ABOUT RSA

RSA provides more than 30,000 customers around the world with the essential security capabilities to protect their most valuable assets from cyber threats. With RSA Services' global capabilities and award-winning products, organizations effectively detect, investigate and respond to advanced attacks; confirm and manage identities; and ultimately, reduce IP theft, fraud and cybercrime. For more information, go to [rsa.com](https://rsa.com).

