

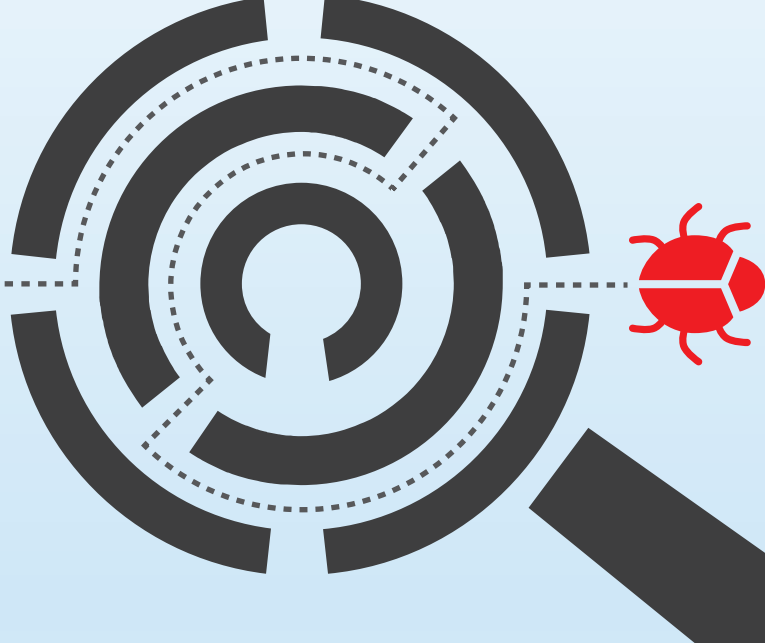
THE IMPACT OF

FRAUD & CYBER ATTACKS FOR RETAILERS

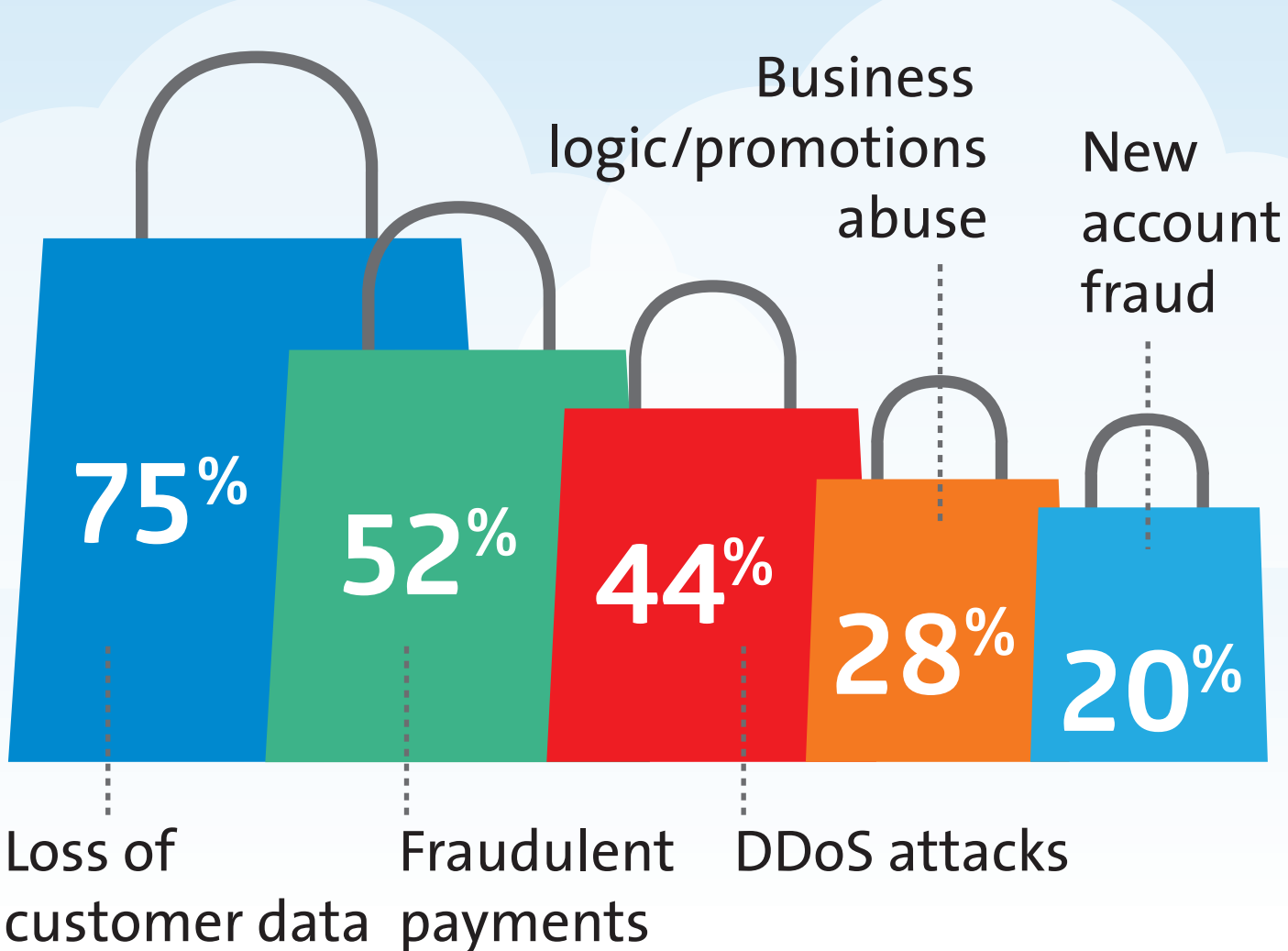
Fraud Detection is a Challenge

38%

of retailers state it is a challenge to detect fraud and suspicious activity across Web and mobile applications



What security threats are most detrimental to e-commerce businesses?



Most Distressing Impact of Cyber Attacks

TOP 3 CONCERNS



Loss of customer data

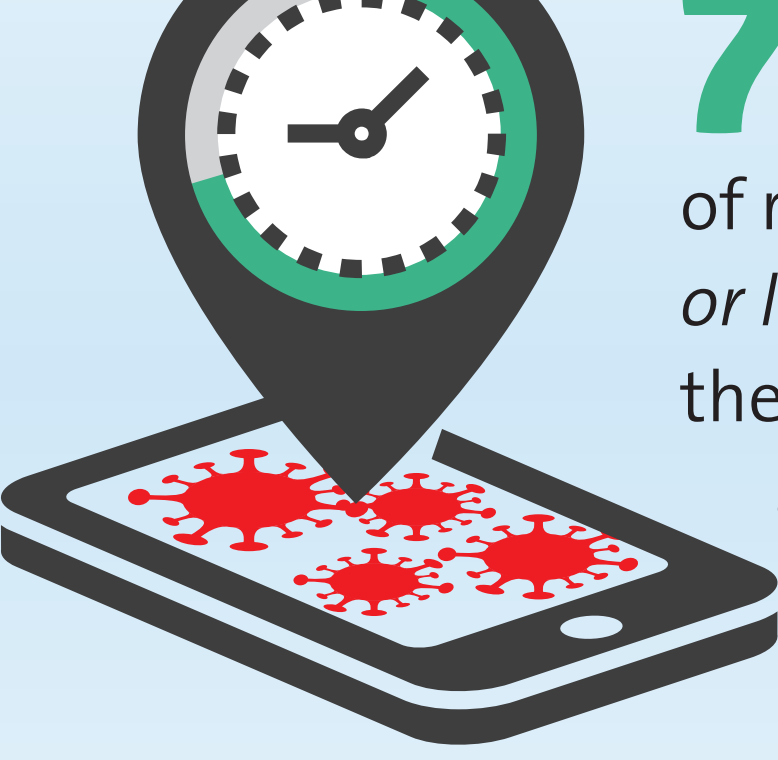


Unexpected downtime



Fraud losses from illegitimate purchases

FINDING THE SOURCE OF FRAUD TAKES TOO LONG



70%

of retailers take days – or longer – to investigate the origin of fraudulent activity on their website

Top Concerns for Adding More Security



Site performance



Alert fatigue



Transaction abandonment

FRAUD INVESTIGATION BIG JOB, SMALL TEAM

83%

of retailers state their online fraud investigation team has less than 10 full time employees



1 in 4

retailers cite fraud losses from their e-commerce business as highly significant in 2015

Behavior Analytics is New Territory for

FRAUD DETECTION

83%

of retailers are not familiar with the use of behavior analytics to detect and investigate fraud occurring on their website



RSA Web Threat Detection leverages behavioral analytics to help organizations transform how they detect and investigate digital fraud across their Web and mobile applications. To learn more or request a demo, visit www.rsa.com.

