



ASSUREBUY

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A S S U R E B U Y

R I S K M A N A G E M E N T

AssureBuy, Inc. provides businesses with real-time payment processing, risk management and digital proof services.

The AssureBuy fraud prevention system offers the seller multiple avenues to help protect an online business from fraud. A high percentage of online fraud hurts the seller in two ways – first, through lost revenue and merchandise; and second, through processing fees and fines from merchant account providers (*which can easily reach many thousands of dollars*).

AssureBuy's rules-based fraud prevention concentrates on validating order information. The information is tested not only for the information entered but also against lists of past order data that has been used in fraud. With this type of system, the unique needs of different businesses can be addressed on an individual basis. The key is filtering technology.

Inherent Fraud Deterrents

Among the most effective deterrents are three elements that are included in every AssureBuy processed transaction. These are:

- *Real-time processing, telling the seller that the card has not been lost, stolen and is not over credit limit.*
- *Address verification system (AVS), matching the billing address provided by the buyer with the billing address on file for the card.*
- *Card verification codes (CVC), which never appear on receipts. In the case of Visa's CVV2 it is the three-digit number in the signature strip on the back of the card.*



Proprietary Fraud Screens

AssureBuy's filtering technology is comprised of multiple fraud tests that center on validating the information contained within the order. This system allows each seller to set thresholds, restrictions, and establish lists of potentially fraudulent order data. There are 33 such filters currently available through the system, each consisting of the filter itself, a watch code and a watch action.

In practice, if a filter is tripped, for example if an order comes from a restricted email domain, the order will not be processed, but rather placed on a "hold" status. The watch code will appear on the order telling the business exactly why the fraud filter was tripped. The watch action is determined individually by the seller. Actions may include: decline, investigate further or override the watch code.

Automated Callbacks

AssureBuy also provides, in partnership with Authentify™, an automated telephone callback service as an added fraud deterrent system. This buyer authentication system is an excellent solution for sensitive online transactions, such as orders with high dollar amounts, or for products that attract fraudulent payments, such as electronic devices and CDs.

Businesses will see two benefits from Automated Callbacks:

- **Fraud deterrence.** Placing an automated phone call to the buyer during the transaction deters fraud before the order is placed. It simply scares off thieves because they can no longer be completely anonymous.
- **Audit trail.** The result of the phone call is recorded and stored. This creates an "out-of-band" audit trail. "Out-of-band" means that there is additional proof, outside of the Internet, that the transaction occurred.

AssureBuy: The Experienced Solution

Organized in 1994, AssureBuy has earned the long-term confidence of its customers. The company is now processing over 3.5 million transactions annually with a dollar value of approximately \$500 million. AssureBuy is a Microsoft Great Plains Business Solutions Development Partner and a certified payment gateway with First Data Corporation. Partnerships are in place with UPS, Bottomline Technologies, TaxWare, Authentify and Exodus, a Cable & Wireless service.

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