

ACCOSA RISK-BASED AUTHENTICATION (RBA)



Intelligent authentication for securing digital payments



Business Challenge

Consumers are increasingly becoming savvy while transacting in the digital world. Seamlessly moving from one device to another, whether using traditional computing devices or IoT, consumers expect the same level of sophistication and ease. Service providers such as banks and merchants now enjoy multiple touch points to the consumer thereby engaging them at different levels. As the behavior of the consumer evolves, service providers face the added burden of determining risk of payment transactions to prevent fraud.

By authenticating every transaction, service providers can reduce their fraud losses. However, the challenge arises when authentication leads to friction in the transaction flow as the consumer is prompted for a passphrase or a one-time password (OTP). This can result in losses due to abandoned shopping carts and in some cases, loss of the customer as they lean toward frictionless solutions.

Wibmo's ACCOSA RBA (risk-based authentication) enables service providers to authenticate digital payments without adding friction to low-risk transactions. Based on risk assessment from TRIDENT FRM™, Wibmo's fraud detection and prevention engine, ACCOSA RBA determines if a transaction needs further validation by the consumer, i.e. to step-up or step-down authentication. This mode of intelligent authentication provides a balance between consumer experience and fraud losses.



ACCOSA RBA Advantage

- Backed by TRIDENT FRM™, every transaction is scored enabling risk-based decision making
- Performs intrinsic or frictionless authentication for low-risk transactions, challenge authentication for the medium or high-risk transactions
- Supports multiple out-of-band (OOB) authentication options, optimizing consumer experience
- Provides low intervention risk model while providing flexibility to configure your own rules
- Supports EMV® 3-D Secure, 3-D Secure 1.0 protocols, complies with PSD2 SCA

Product Overview

Every digital shopping transaction carries data points that can be converted to intelligence about the consumer and the transaction. From device information, geo-location of the transaction, to merchant details, it provides data which leads to a statistical model and can be matched to previously known consumer behavior. TRIDENT FRM™ scores the risk of every transaction based on this digital footprint. ACCOSA RBA uses this score to determine the path of the transaction – i.e. to decline or step-up authentication for a high-risk transaction or allow for a frictionless experience. To further refine this decision making, service providers can configure RBA engine to add business rules on key parameters based on their own risk profile.

Features

EMV® 3-D Secure, 3-D Secure 1.0 risk-based authentication



ACCOSA RBA provides decision making for risk-based authentication for EMV® 3-D Secure, 3-D Secure 1.0 protocols. In addition, the solution complies with PSD2 SCA requirements. Issuers and merchants are adopting risk-based authentication even for non-regulated markets as it provides an added layer of security without adding friction to every transaction.

Flexibility to configure business rules



Service providers can configure their own business rules to adapt to changing fraud patterns, flash sales, and market conditions. Rules can be configured and applied in real-time to meet specific business requirements and risk appetite.

Real time analytics and fraud insights



ACCOSA RBA offer advanced analytics and insights into consumer profile in real-time. This enhances decision-making which is dependant on prescribed risk level.

Support for OOB authentication



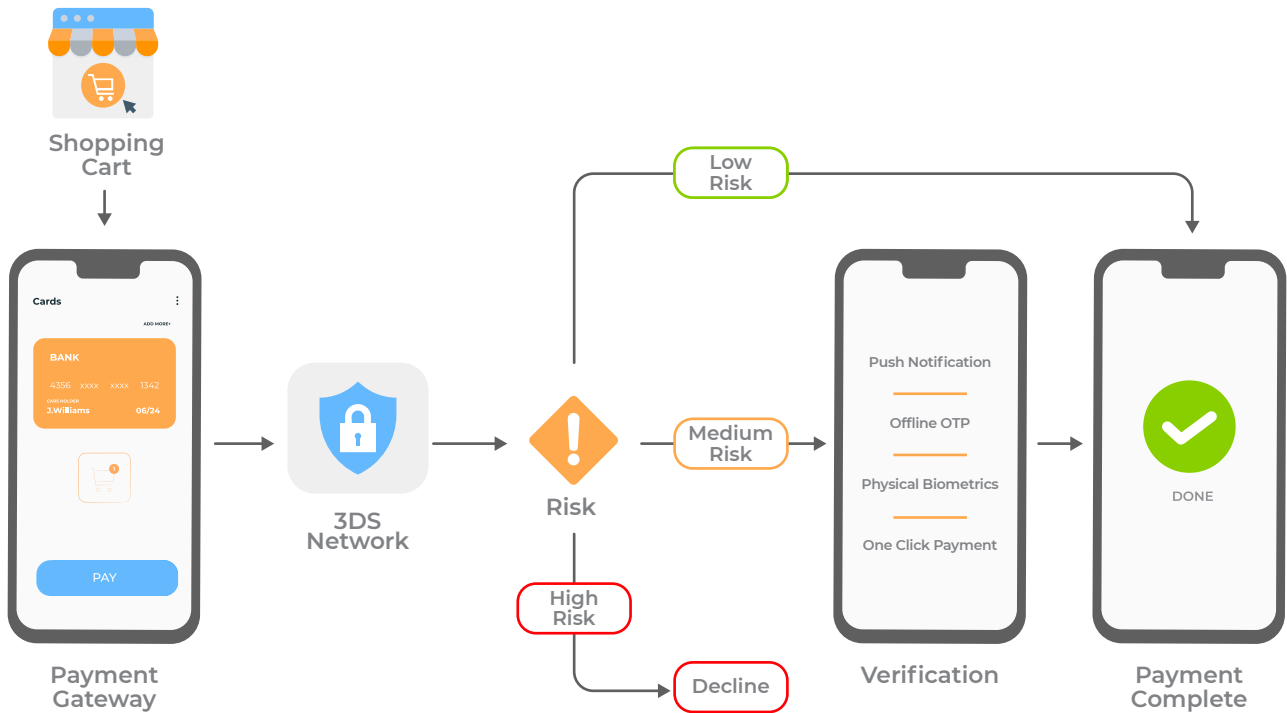
To optimize consumer experience, support for multiple modes of out-of-band (OOB) authentication are available from OTP to biometrics and offline OTP. Issuers can choose authentication techniques based on their customers' preference, regional regulations, and market drivers.

Policy manager



The engine comes with a robust policy manager to configure whether the transaction needs additional authentication through available challenge methods or can be frictionless. The policies take into consideration the risk engine score and business rules to determine the outcome of each transaction. Policies can be customized for different types of cards (debit, credit, prepaid) or BIN ranges.

How it works



Why Wibmo?

Wibmo Inc., a Cupertino, California company is a leading provider of payment security and digital payments.

- 20+ years of experience in digital payments
- 2.2 billion transactions processed annually
- Partner for 120+ banks, 23 geographies
- EMVCo certified
- PCI-DSS 3.2 certified
- Hosted in a scalable on-demand private cloud

Related Products

TRIDENTITY Check

App and SDK based solution for step-up authentication without OTP

ACCOSA IVS™

Comprehensive suite of authentication solutions. Compliant with EMV® 3-D Secure specifications and architecture

Risk-based authentication

An authentication solution based on data insights for real-time risk decisioning

For more information, please visit our [page](#)

To get in touch with our team, mail us at sales@wibmo.com or visit <https://www.wibmo.com>