

VISA PROTECT FOR ISSUERS

Enterprise risk solutions that ensure you can always keep payments moving and protected for your cardholders.



VISA

Ecommerce and global money movement are booming, thanks to the widespread availability of digital payment options. However, with the increase in financial transactions comes a greater risk of fraud.

Without robust risk management solutions, issuers are vulnerable to constantly evolving fraud threats. This can lead to fraud losses, false declines, damaged brand reputation and decreased customer card spend.

It's also essential that, whilst security measures are vital, they do not compromise the user experience.

Customers place a high value on ease of access to their accounts and performance of usual financial operations.



At Visa, securing the world's payments is our number one priority.

With the Visa Protect suite of enterprise risk management solutions, you can tap into AI-driven solutions empowered by comprehensive global data.

Our solutions integrate advanced security measures into the payment experience, ensuring that strong protection is embedded transparently.

We can offer guidance from leading experts to reduce fraud, bolster revenue, and help you gain top-of-wallet status with cardholders.

With Visa Protect, you can always keep payments moving.



Advanced fraud detection

Identify and prevent fraud with precision. Visa Protect utilises AI trained on a vast payments dataset and industry expertise to help issuers detect even the most subtle indicators of fraudulent activity.



Empowered risk management

Ensure seamless transaction flow. Visa Protect equips issuers with cutting-edge tools and resources for proactive risk management, using real-time AI-generated risk scores to make informed decisions.



Minimised payment friction

Boost customer satisfaction by reducing operational hurdles. Visa Protect shares valuable intelligence and insights, helping you and your customers stay ahead of evolving fraud threats and maintain secure, uninterrupted transactions.

VISA

THE POWER OF VISA PROTECT

With the right capabilities and support from Visa Protect, we are able to prevent over \$28 billion in fraud and secure nearly half a billion payments every day globally.

All this, while minimising friction, thanks to three main features of Visa Protect solutions:

Real-time AI decisioning

With AI-based risk scores for authentication and authorization in real-time, Visa Protect solutions can accurately assess payment initiations.

Multi-rail approach

Visa Protect solutions identify fraud across payment rails, regardless of the network with which the transaction originated from.

Expert risk support

Dedicated specialists from Visa proactively guide payments, helping to prevent billions of dollars of attempted fraud.

Below is an overview of the diverse Visa Protect Enterprise Risk Solutions, each tailored to specific payment areas, ensuring layered security across various payment rails.

Visa Protect product suite

Visa Protect for Account-to-Account Payments

Eliminate silos and boost visibility into real-time payments (RTP) fraud and scams through Visa's advanced AI risk detection.

- Visa Protect for Account-to-Account Payments

Visa Protect for Card Payments

Deploy customised fraud strategies to improve authorization performance via enhanced AI risk scoring and a tailored rules engine.

- Risk Essentials (VAA/VRM)
- VAAI Real Time Score
- Intelligent Data Exchange (IDX)
- VAA/VRM NSA
- Visa Strategy Manager

Visa Protect Authentication Solutions

Enable seamless, data-led authentication to confirm customers are who they say they are - delivering simple, secure online commerce.

- Visa Protect Authentication Intelligence (RBA score)
- (VCAS) Visa Consumer Authentication Service
- Visa Secure with EMV 3DS™ Network Scheme Agnostic
- Digital Authentication Framework (DAF)
- Visa Token Service

Visa Protect Managed Services

Boost payment performance and better manage risk through our advisory services, delivering tailored expertise and benchmark data.

- Visa Ecosystem Protection Fee
- Managed services for issuers:
 - Risk Essentials Gold and Platinum
 - VCAS Fraud Risk Manager
- Visa Consulting & Analytics (VCA)

Over the next sections, we will examine the various branches of Visa Protect solutions depicted above, analysing the risks they can protect against, and the potential benefits they offer to your organisation. We will begin with Visa Protect for Account-to-Account Payments.

VISA PROTECT FOR ACCOUNT-TO-ACCOUNT PAYMENTS

Real-time payments or account-to-account payments offer benefits such as speed and convenience. However, with faster payments comes faster fraud... and shorter settlement windows create opportunities for financial crime. Criminals will urge their victims to send money in real-time, a lucrative way to exploit this technology.

Issuing banks might be liable to refund victims. Therefore, to both fulfil consumer expectations and to keep costs low, issuers must deploy a multi-layered approach to mitigate fraud risks.

Harnessing the power of AI, Visa Protect for Account-to-Account Payments helps issuers see data clearly from across payment networks to detect and prevent authorized push payment (APP) and other scams. What's more, being a network-agnostic solution, it can protect any payment, across all major schemes.



VISA PROTECT FOR CARD PAYMENTS

Card payments offer consumers flexibility and the ability to pay almost anywhere in the world. To protect cardholders, Visa's comprehensive risk management authorization solutions and services combine the best of AI-powered products and payments expertise. This allows you to make informed and intelligent decisions that protect card purchases, prevent fraud, and amplify growth.

Visa Risk Essentials

Visa Risk Essentials is comprised of three core capabilities, all of which feature multi-channel support, user guides, and 24/7 support. Visa Advanced Authorization (VAA) enhances fraud detection in real-time, significantly reducing the risk of fraudulent transactions. Visa Risk Manager (VRM) offers a suite of tools that enable issuers to build precise rules to decline only the highest-risk transactions. Visa Analytics Platform (VAP) provides deep insights into payment data, helping analyse performance at the cardholder, merchant, and transaction levels.

These solutions work together to ensure every transaction is risk scored, with VRM using this risk score as part of its decision-making process. Every transaction that passes through VisaNet is scored in real-time and conveyed to the issuer via a VAA score. The VAP solution allows issuers to examine fraud trends, improving their rules and identifying fraud in any form to enhance their fraud management strategies.

These core capabilities are further supported by additional features such as Risk-Based Authentication (RBA), Intelligent Data Exchange (IDX), Visa Risk-Based Auto Dispute (VRAD), and Token provisioning rules and support.

Intelligent Data Exchange (IDX)

Formerly known as Field 34, IDX provides authentication data for decision support, aimed at increasing authorization approval rates. Available data points include the RBA risk score, device IP address, device IP velocity, and customer IP velocity, which help approve transactions that would otherwise be declined due to a lack of key authentication data.

Visa Account Attack Intelligence (VAAI) Real Time Score

This solution identifies enumeration, commonly known as brute force attacks or account testing. It scores card-not-present transactions in real time using AI and deep learning technologies, leveraging both historical and near real-time Visa transaction data. This helps issuers manage their fraud risk related to enumeration fraud schemes effectively.

Risk Essentials NSA

Utilising Visa's artificial intelligence (AI), NSA VAA evaluates non-Visa transaction authorization requests and assigns a risk score, allowing issuers to make more informed decisions.

With Visa Risk Essentials, NSA clients can consolidate all their card payment fraud detection needs into one platform. This not only optimises management but also reduces costs.

Visa Strategy Manager

Complementing VRM, VSM uses machine learning (ML) and advanced fraud intelligence to analyse client and peer fraud, delivering near real-time recommendations for fraud rules. VSM rules help issuers of various regions and sizes strengthen their fraud detection capabilities.



VISA PROTECT AUTHENTICATION SOLUTIONS

Ecommerce has seen a significant surge, with more and more consumers opting for online shopping over in-person. However, this shift has also given fraudsters more opportunities to steal card information or deceive cardholders with fake online shops.

This is where Visa Protect steps in. Visa's suite of authentication and authorization solutions leverages AI risk-scoring capabilities to provide robust protection for ecommerce and card-not-present transactions.

Additionally, Visa's solutions utilise its unique network, offering an extra layer of security to ensure a safe and seamless ecommerce experience for cardholders.

Visa Protect Authentication Intelligence

The RBA score provides better fraud outcomes at low challenge rates for card-not-present (CNP) transactions. The score is generated by a supervised machine learning model that leverages cross-channel data and EMV 3-D Secure (3DS) transactions to produce its fraud propensity score.

Visa Provisioning Intelligence (VPI)

The Visa Provisioning Intelligence (VPI) model is a fraud detection model that predicts the likelihood that a Token Provisioning Request is fraudulent.

The VPI model leverages specialised machine learning-trained segments to predict the probability of token provisioning fraud for device-based tokens and ecommerce/card-on-file (COF) tokens.



Visa Consumer Authentication Service (VCAS)

VCAS supports an issuer's authentication strategy within their 3D Secure program by utilising risk-based authentication (RBA) to evaluate ecommerce transactions in real time using sophisticated AI risk scoring models.

The risk model uses hundreds of data points, including device ID, account transaction history, and IP address, among others, to score a transaction, giving issuers the ability to decide if and when additional authentication is needed.

Visa Secure with EMV 3DS™

An industry standard designed to help issuers and merchants authenticate ecommerce transactions by facilitating enhanced data exchange. It helps enable verification of a cardholder's identity before a transaction is sent for authorization.

Visa Token Services (VTS)

It replaces sensitive cardholder account information, such as the 16-digit primary account number, with a unique digital identifier called a token. This allows payments to be processed without exposing sensitive account details, creating secure digital payment experiences for an issuer's cardholders.

VISA PROTECT MANAGED SERVICES

Beyond card fraud, threats from the general payments ecosystem and cybersecurity fraud are also on the rise. These threats vary widely across industries, challenging businesses to stay one step ahead.

Our suite of bespoke consulting services provides comprehensive risk management expertise to prevent, detect, and combat fraud.

Drawing upon vast payments expertise, our team of risk experts offer tailored strategies and actionable insights to support your fraud prevention goals and business growth.

Managed Services

Risk Essentials Gold

For issuers who need support in writing and testing their rules, either because they are new to the platform or lack a sufficient risk team.

They receive all the benefits of the Risk Essentials standard package plus ongoing advisory support that helps ensure clients select the optimal risk management rules.

Risk Essentials Platinum

For issuers who prefer to completely outsource their risk management strategy to Visa.

Issuers will receive all the benefits of Standard and Gold, as well as a dedicated Risk Consultant who will take full ownership of your risk strategy.

Visa Consulting & Analytics (VCA)

Mitigate and proactively respond to threats with our risk expertise.

Augment your fraud risk management strategy and implement a framework to optimise security through VCA engagements.

VCAS Fraud Risk Manager

VCAS Fraud Risk Manager offers tailored advisory services for fraud risk management, including training on the VCAS rules platform and a layered rules strategy. It evaluates and optimises your rules structure, providing a customised package and ongoing support.

The monthly business intelligence reports offer key risk insights, while a 24/7 self-service dashboard delivers actionable insights from live monitoring for proactive fraud management.

Visa Ecosystem Protection Fee

Visa Ecosystem Protect offers network-level monitoring and real-time blocking to safeguard issuers and acquirers from large-scale, global fraud attacks.

With a global transaction view and advanced analytics, including AI and Machine Learning, Visa is well-equipped to protect clients and the payment ecosystem from widespread attacks.

Visa Ecosystem Protect supports a wide range of products and services for ecosystem-wide protection, including BIN and threshold level monitoring, enumeration attack identification, and data manipulation monitoring.



Learn more

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