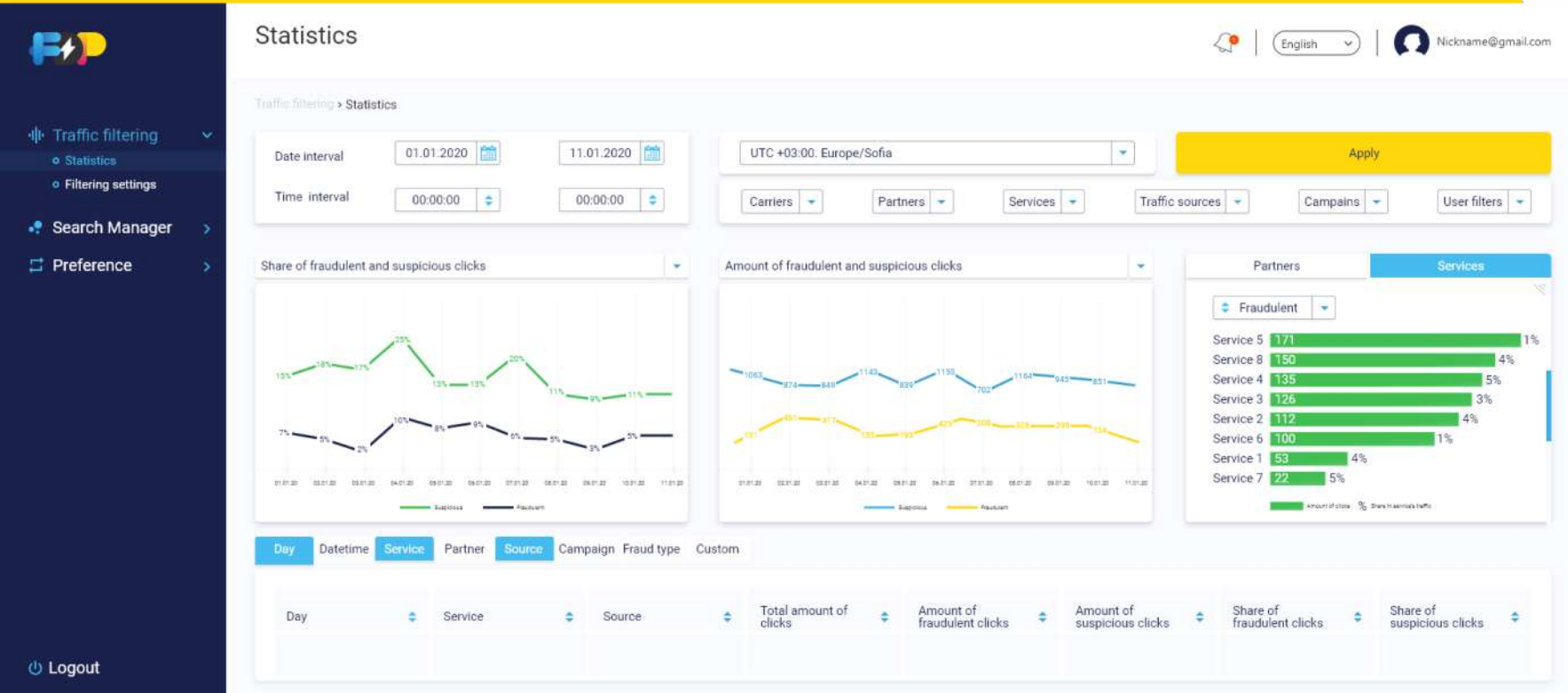




Fraud Detect Platform

**A RADICAL SOLUTION FOR SECURING
YOUR BUSINESS**

Which of your goals could be achieved using FDP



Subscribers protection against fraud and User Experience improving

Reducing reputation risk of MNO

Simplifying of customer acquisition control, conducting by content providers

Cost-cutting and increase of Customer Care departments effectiveness.

Main advantages of using FDP



Bot traffic filtering and protection against of hidden automatic subscriptions

Clean Traffic



Constant monitoring of web services and landing pages availability to customers and correctness of the operations

Compliance Guarantee



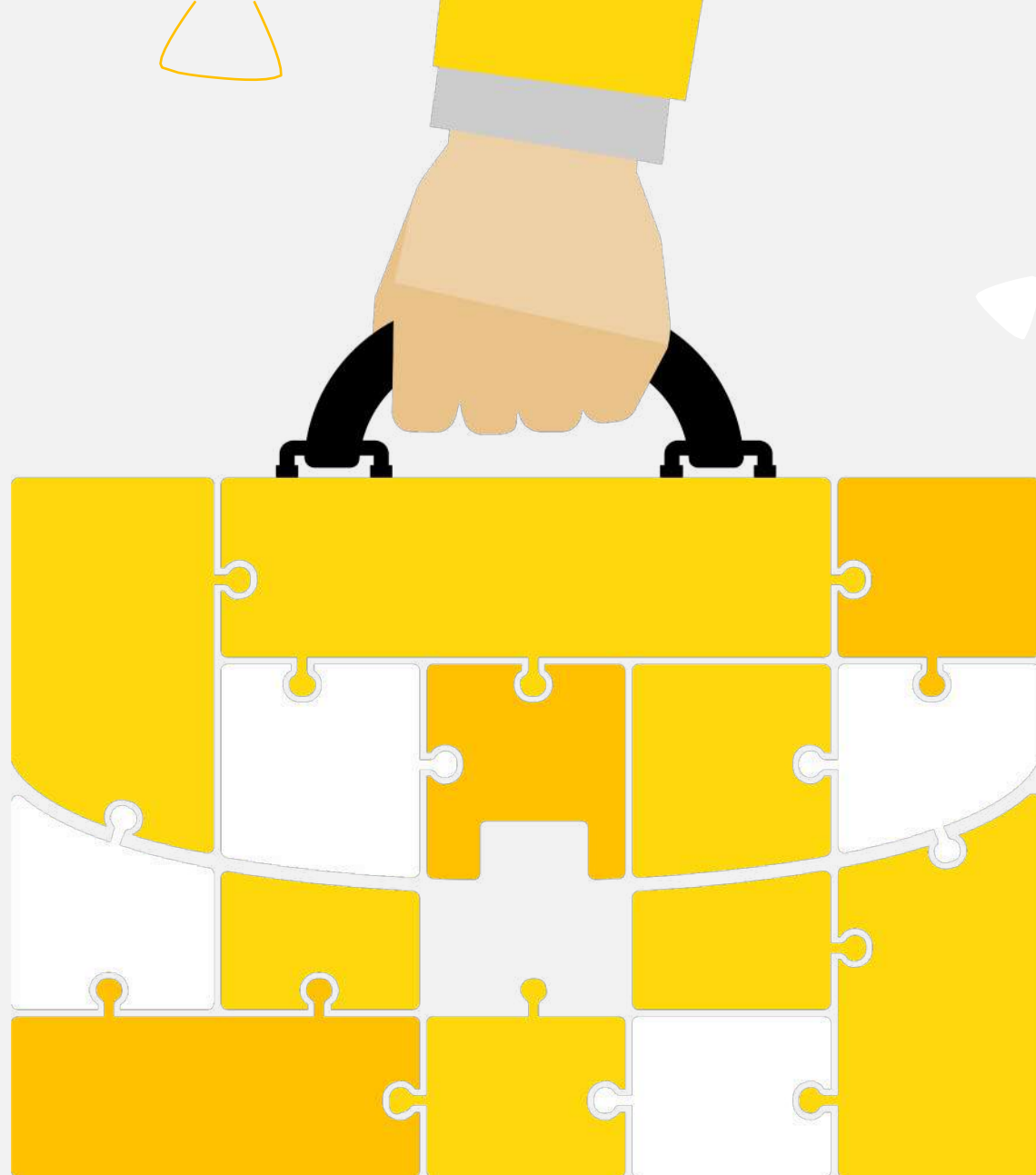
Automatic search of advertising materials and promotion methods that violate the advertiser's regulations

Clear Advertising



Automatic blocking of traffic from resources with prohibited topics and illegal content

Non-toxic Promotion



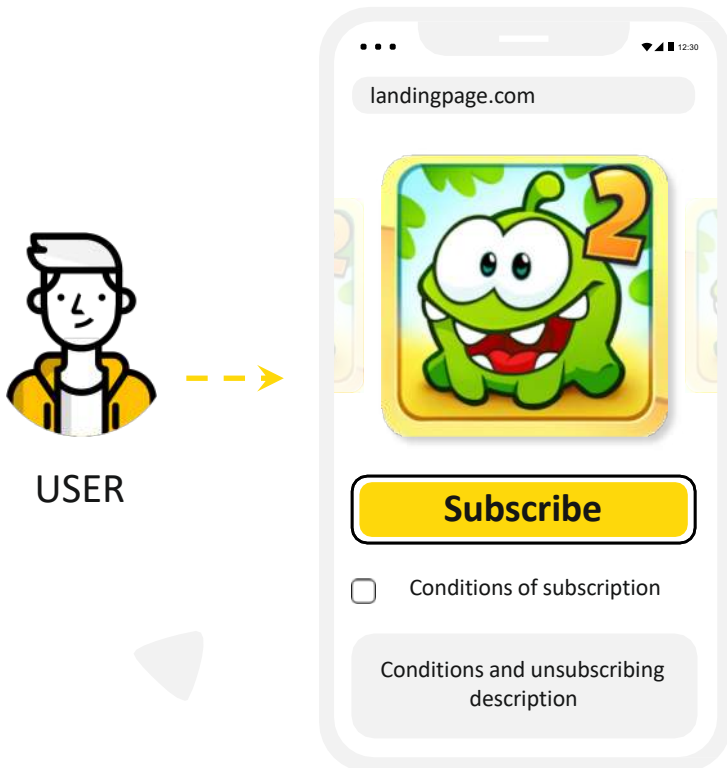
Clean Traffic

Our special Java Script injected into Landing Pages checks all the parameters of visitors, monitor their behavior, and send this information to FDP

FDP uses machine learning algorithms for analyzing of traffic's meta-data (IP, referrers, http-headers, etc.) and data collected by Java Scripts, then compares the current user with the base of bots and phones with malware.

If the current user is marked as a bot or high-risk user, FDP will not allow the client of the MNO to make the subscription

Landing Page (managed by integrator)



Fraud Detection PlaVorm



Precision about do we allow this user to subscribe

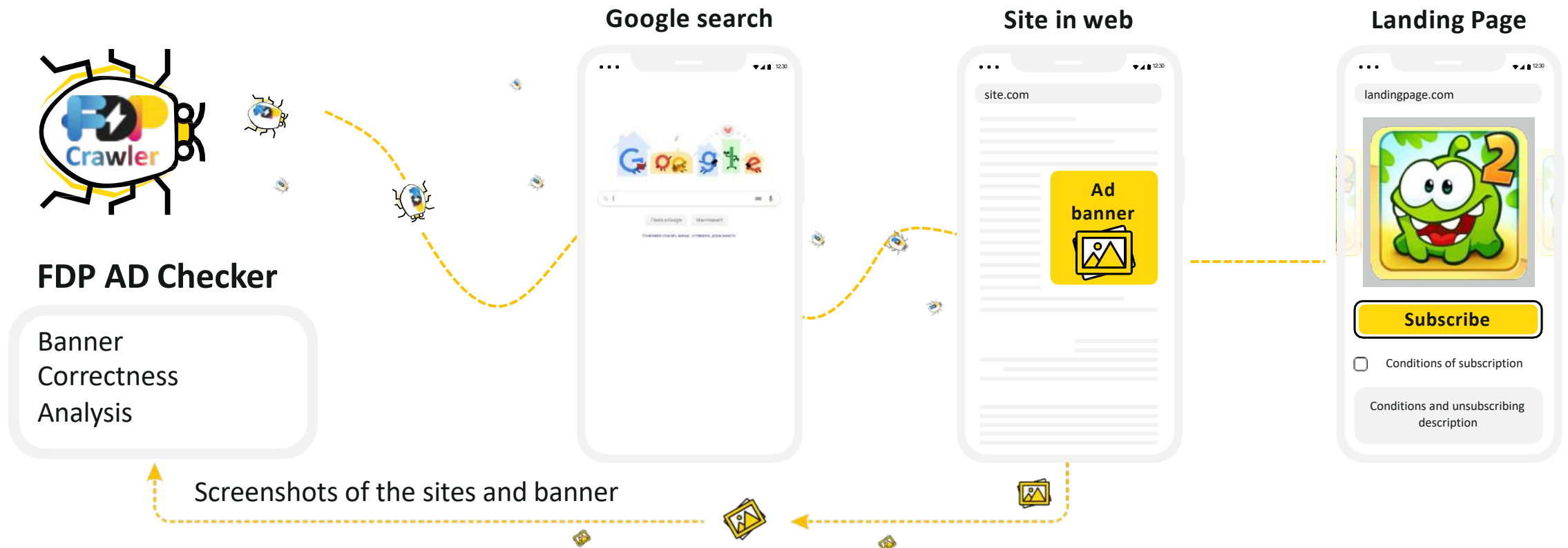
Data about users parameters and behavior

Monitoring of Advertising materials

FDP emulates the behavior of real internet users who explore websites and come getting attracted to services by advertising materials, which were violating the rules of the mobile carrier.

FDP makes screenshots and collects all necessary information about a case in the report for managers of MNO

Thanks to computer vision methods, FDP can handle all types of image and text ads

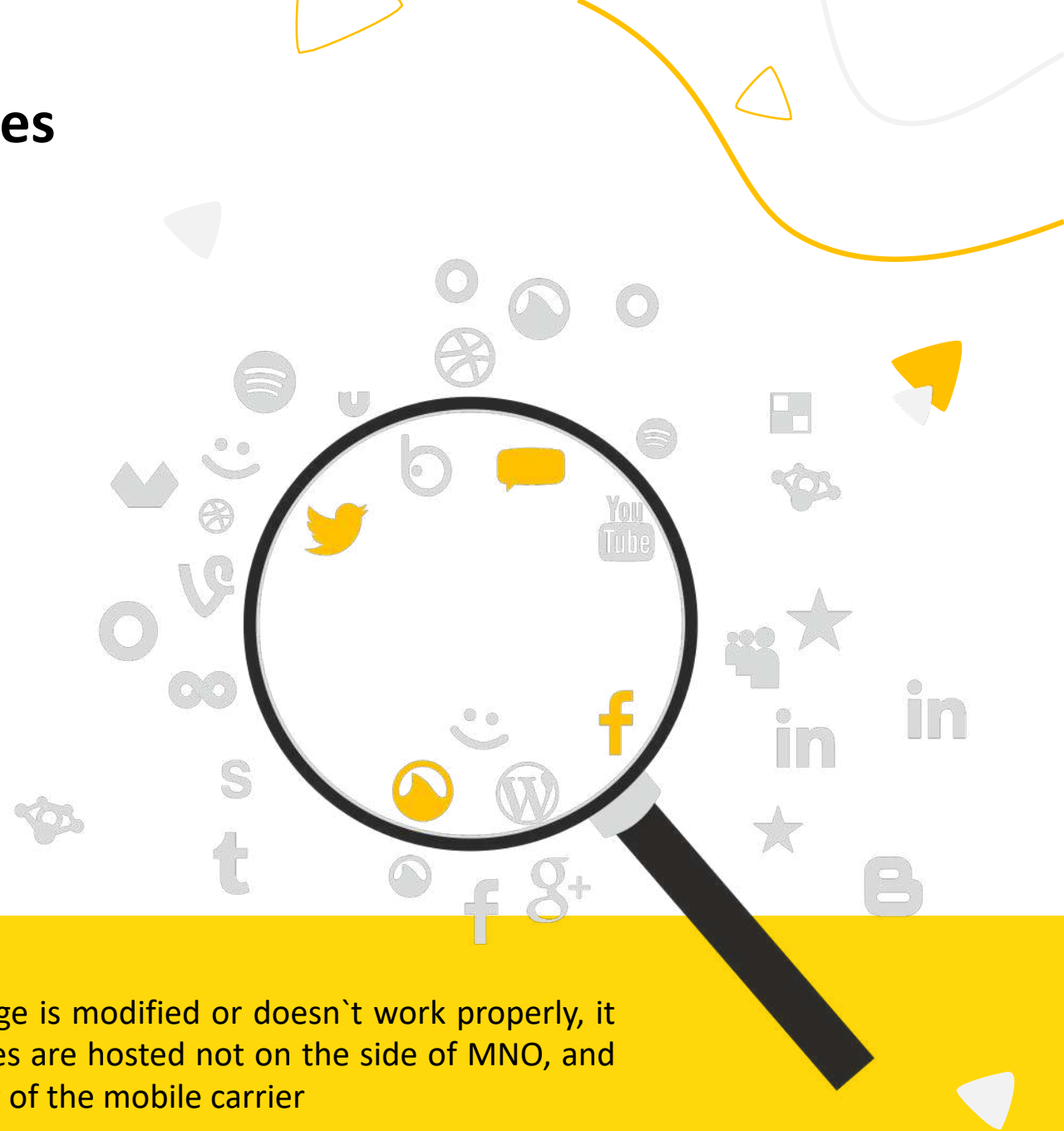


Inspection of Services and Landing Pages

Providing integrators with the opportunity to receive payments via Direct Carrier Billing, mobile operators take all the risks, and share responsibility with their partners in case of incorrect operation

All services purchased via a mobile account have to be available to customers and work properly. FDP monitors all operator services with any required frequency. It inspects all of the required sections, links, T&C, Privacy Policy, the correctness of authentication, and content provision, as well. Any deviations are being screened and this information and added to the report for the Carriers management

FDP controls the correctness of all Landing Pages. If the Landing Page is modified or doesn't work properly, it will inevitably be detected. It is especially crucial when Landing Pages are hosted not on the side of MNO, and integrators technically can change the structure of LP after approving of the mobile carrier



Blocking traffic from prohibited sources

There are a huge number of unwanted placements for promotion of services with payment through DCB

For example:

- Sites with illegal content;
- Applications with modified web view component which displays ads incorrectly or can carry out fraudulent automatic subscription contrary to the user's intention;
- Adult-related sites when it's used for mainstream services advertising on them and much more ...

FDP controls the traffic acquire process and does not allow subscriptions and payments if the user comes attracted from a prohibited or doubtful source

A few points that differ us from other fraud protection systems

Advertising Control

The unique monitoring system of advertising materials used by your partners provides you the tool to prevent customer fraud



Advanced Filtering

Depending on the needs it is possible to configure filtering settings in detail for each service and for each partner. For example, to ban traffic from some applications from Google Play



Flexibility

The Fraud Detection System is slightly flexible and may be adapted according to the internal regulations of each MNO



Correctness Control

The high-flexible system of web-service and landing pages checking

THANKS FOR YOUR ATTENTION!

