

Cleafy features: Real-time AI and continuous matching

# Stop new malware variants before they hit

Banking

Financial Services

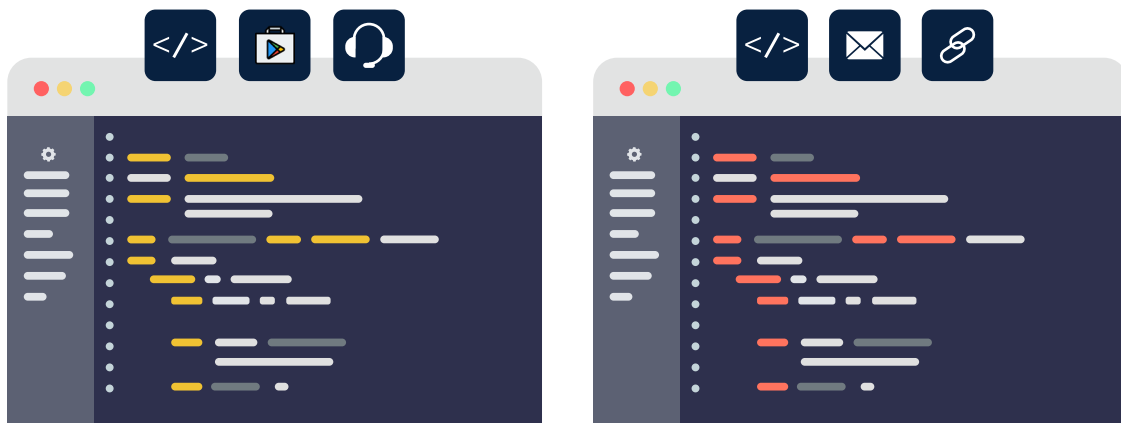
Crypto Exchanges

Cleafy's newest platform capabilities help you detect brand-new malware variants in real-time as they appear. With Cleafy's **new AI model** and the **continuous matching technology**, you won't have to worry about newly engineered cyber threats. The platform will see them and enable you to stop them even before they try to hit.

## What are new malware variants?

A new malware variant is a **new version of malware** that has been created starting from a malicious software codebase. It is, therefore, new and unknown, as it has not been discovered, analyzed, or classified by security researchers or antivirus companies yet.

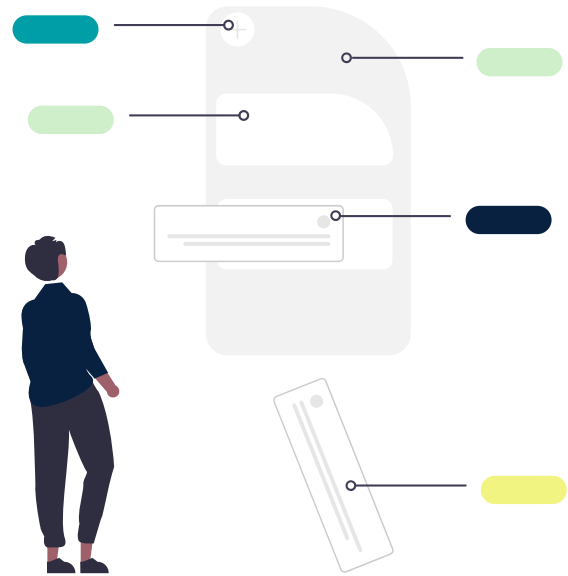
A new malware variant is typically distributed through **various vectors**, including malicious email attachments, compromised websites, Mobile Application Stores, phishing websites, and smishing with links.



## What is malware classification?

When it comes to malware, the term classification refers to the process of identifying the **malicious codebase**, also called the ‘malware family’ to which the new variant belongs. This is a crucial step for isolating the so-called **malware signature**.

A malware signature is a unique, recognizable pattern or code within malicious software that allows antivirus and security software to identify and detect the presence of that specific malware.



## Why is it important for banks?

**Traditionally, new malware is identified only after it has struck.** Investigators carefully examine traces and patterns, deciphering their signature after the attack to fortify defenses for future encounters.

However, in today’s landscape, new malware variants arise and propagate swiftly on a vast scale, making this conventional approach vulnerable to exorbitant losses and severe reputational harm.

Banks and financial institutions must mitigate the perils posed by new malware variants by adopting **proactive threat detection systems**.

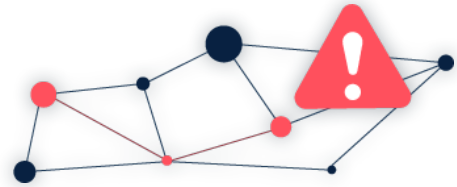
This will ensure that internal online fraud prevention professionals can create timely solutions to safeguard systems and networks.

Staying ahead of new cyber threats translates into **more security for digital customers and business growth for banks and financial institutions**

# How to stop new malware variants from hitting your customers with Cleafy

## Step 1

Thanks to the **full content integrity check**, our platform can detect the slightest tampering within the content of the app or web app and create detailed reports that are sent in real-time to the central intelligence, the ASK system.



## Step 2

Thanks to real-time AI mechanisms developed by our team, we can **quickly classify a new malware** and, therefore, isolate its signature.

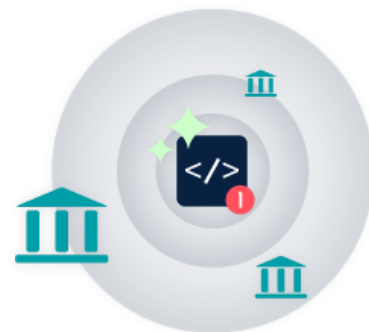
The ASK system leverages our AI engine, which is continuously enriched with the information gathered by Cleafy LABS, our **Threat Intelligence team**. This means we include all the details of the most advanced malware that might target your customers.

Having a **rich database of malware families** is key to classify any malware variants. Thanks to Cleafy technology, the TI team has identified new malware families over the years, starting from the so-called [zero-day malware](#).

## Step 3

Then, thanks to our **continuous matching approach**, we can instantly propagate this signature to all our clients and use it for instant **real-time detection**.

If the new malware is detected, the bank's analysts get all they need to understand its whereabouts and capabilities directly within the platform, together with suggestions for the **response rules** to activate to ensure an optimal security posture.



The benefit is that **every bank inside Cleafy's network is protected** in real-time against new malware variants without being hit first.

## Benefits for you

Complete control of risk



Lower fraud impact



Lower friction for users



## You look ahead, we've got your back

**+40**

Patented Technologies



Cleafy's rating

**4.9** ★★★★★

based on all published reviews

**+100 Million**

Daily Protected Online Users

**\$700 Billion**

Protected yearly

Head of Security  
Top 3 European bank

"Cleafy represents our single-point fraud management solution, providing us with everything we need to detect sophisticated attacks to our online services."

CISO  
Top 10 European bank

"Thanks to Cleafy we can detect targeted attacks, prevent frauds, and reduce false positives; the efficiency of our small anti-fraud team has largely improved."

## Stop new malware variants before they hits

Book a free consultation with our experts if you want to leave any malware behind.

[Book a demo](#)

