.Cleafy

Cleafy: Proactive fraud prevention beyond transactional risk

Cleafy exposes invisible threats, neutralising attacks in real-time before they result in fraud without compromising customer experience.

Invisible threats lurk beneath the surface of every financial interaction. Meticulously crafted to bypass defences, there is no escape; the question isn't if, it's when. In real-time payments, focusing solely on the point of transaction is too late and risky, as it identifies fraud only after damage occurs. Traditional methods, including aggregated risk scores, are often one-dimensional, obscuring decision-making and lacking transparency, which affects customer experience and compliance.

Moving beyond single-point methodologies, Cleafy operates as a Fraud Extended Detection and Response (FxDR) platform, seamlessly integrating robust fraud management capabilities with advanced cybersecurity measures.

Our FxDR platform leverages advanced detection mechanisms, ensuring proactive intervention before fraud can occur, incorporating:

Behavioural intelligence	Bot detection
Behavioural analysis	Transaction risk analysis
Device telemetry	User prediction
Malware detection	Advanced threat intelligence

all within a unified framework.

Our approach ensures comprehensive end-to-end visibility across web and mobile channels and delivers the fastest, most efficient threat response from a single defence platform.

Fraudsters exploit vulnerabilities at every stage of the transaction lifecycle. Traditional detection methods are often too late, identifying fraud only after significant damage has occurred. Banks and financial institutions are under constant threat from evolving fraud tactics, leading to substantial financial losses and damaged reputations.

Key Features:

End-to-end visibility: Monitor every step of your customers' journey, even before login.

Unified defence: Consolidate your defence mechanisms into one platform without the hassle of managing multiple solutions.

Proactive threat detection: Continuous, real-time surveillance to detect and respond to threats instantly.

Integrated intelligence: Comprehensive insights and detailed analytics to stay updated on emerging threats without constant manual intervention.

Automated responses: Adaptive and automated measures to stop fraud effectively, reducing false positives.

Helping financial institutions proactively guard against fraud:

✔ Ensure the safety of billions of transactions with minimal fraud losses.

✔ Empower your security team to act decisively without second-guessing.

✔ Fortify your institution's defences with advanced AI-driven solutions without hiring additional cybersecurity experts.

✔ Streamline fraud detection and response during high transaction volumes without overwhelming your team.

✔ Detect and mitigate threats in seconds without slowing down your operations.

✔ Cut down on false positives and investigation costs without sacrificing fraud detection accuracy.

✔ Supercharge your fraud prevention strategy with bespoke threat intelligence, meticulously tailored to your specific risk profile.

Cleafy's platform provided us with unparalleled visibility and response times, significantly improving our fraud prevention capabilities."
Security Lead, Major European Bank

As a digital-native bank, we can confidently reaffirm that, five years on, Cleafy remains our strategic ally in our ongoing battle against online fraud."
L. Dozio, Head of ICT Security, Illimity Bank

Achievements:

Global presence: Secures billions of transactions from over 100 million accounts.

Effectiveness: Blocks 83% of advanced online fraud attacks before they occur.

Efficiency: Reclaims 71% of investigation time.

Innovation: 79 technology patents and ongoing advancements.

Customer trust: 100% customer retention year on year.

Trusted by: Leading FIs and banks across EMEA, Americas and Asia, boasting a 4.9 score on Gartner Peer Reviews.
To learn more about how we can help you, visit **cleafy.com** or email us at **info@cleafy.com**

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