



Digital Fraud Protection

Protect Your Revenue and Customers at the Speed of AI

The subscription economy is growing at an unprecedented pace, fueling a global payments market that is expected to reach almost \$600 billion this year. And it's just getting started.

If you're one of the 75% of consumer brands that offer subscription-based services, your business is now a high-profile target for fraud. With global payment companies losing over \$32 billion annually and experts predicting even bigger losses ahead, now is the time to protect your business.

Guard your business against future losses and solve the constant challenge of detecting, reviewing, and decisioning suspicious transactions with our digital fraud protection solutions. Leveraging advanced tools powered by AI and machine learning, our team monitors, identifies, and puts a stop to risky behavior before it impacts your bottom line.

Intelligent Prevention and Protection

A Next-Gen Approach to Fighting Fraud Across Every Stage of the Customer Journey

As experts in digital transformation and pioneers of innovative solutions, we help enterprise organizations create and implement the intelligent workflows needed to succeed.

Our unique methodology infuses AI with emotional intelligence to approach fraud and risk management from both a technical and human perspective, allowing enterprise organizations to:



Safeguard Customer Accounts

Prevent scams and reputation losses by defending against fake account creation, account takeover, and fraudulent account access.



Improve Revenue Acceptance

Make insight-driven decisions that help you balance revenue opportunities against fraud loss and checkout friction, improving transaction acceptance rates.



Protect Against Revenue Losses

Identify anomalies and potential fraud in real-time, enabling your business to react quickly to reduce revenue impact.

The proliferation of fraud across the subscription customer journey is forcing enterprises to take a holistic view of subscription fraud management.

Detect Fraud's Many Forms

We deliver flexible, enterprise-wide fraud protection in fraud risk ops, purchase protection, vetting ops, and dispute re-presentments.

Accelerate Manual Reviews

Empowered by intelligent tools and hands-on experience, our experienced team helps you overcome the challenges of tedious manual reviews.

Eliminate Identity Theft

By leveraging advanced analytics and machine learning, we're able to detect identity fraud and eliminate risks cost-effectively.

Stop Account Takeovers

We deploy robust, multi-layered fraud defense methods to detect account takeover attacks at scale and mitigate risks in real-time.

Block Payment & Credit Card Fraud

We combine dispute presentment, purchase protection, and account protection capabilities to enhance the customer experience while improving business intelligence, reputation, and operational efficiency.

Intelligent Fraud Ops By Centific

Enabling End-to-End Digital Protection on All Financial Transactions

Risk Assessment



- Organizational Preparedness Risk
- Exposure System
- Process Readiness

Workflow Automation



- Transaction Automation
- Dispute Automation
- Reconciliation

Human Intelligence Services



- Manual Review
- Global Locations
- 24x7 Support
- Certified Fraud Analyst Training

Platform Integration



- Fraud Protection Rollout
- GDPR & CCPA Compliance
- Data Analytics
- DevOps

Featured Case Study



Multinational Technology Company

Helping Prevent \$1 Billion in Potential Fraud Losses

Challenge: Our client was facing challenges to prevent fraud in sign-up and purchase on its online store that processes \$10 Billion+ of transactions in a year. Criminal hackers were using stolen credit cards or compromised accounts to make unauthorized transactions. Family or friends were gaining control of their family accounts to make unauthorized transactions.

Solution: Using machine learning Centific redesigned the rule stack and set up the end-to-end machine learning environment: from data collection, data curation, machine learning modeling, performance evaluation, data visualization, advanced monitoring, and alerting mechanisms to meet fraud business KPIs.

Results: The collected and curated training data significantly increased the decision-making accuracy of fraud recognition models and prevented more than \$1 billion in potential fraud loss. The bank transaction acceptance rate also significantly increased saving an additional \$10 million.

- Increased transaction acceptance rate and saved an additional \$10 million

Exclusive offering (No-cost & no-commitment) worth ~\$25k USD - Workshop (1 - 10 Days) from Centific. Workshop can help with business case, scope definition and estimations.

Want to learn more? Drop us a line at solutions@centific.com