

# Leading US Bank Achieves 1300% ROI with Transmit Security Detection and Response Services

Intelligent, accurate fraud detection keeps this bank ahead of their competition by reducing bots, fraud, friction and costs



 <p><b>Reduced bots attacks</b> Decrease new account fraud by 98%</p>	 <p><b>Low false positives &amp; negatives</b> 90% decrease of false positives &amp; false negatives</p>	 <p><b>Increased bot detection rate</b> Detected 500% more attacks</p>	 <p><b>Saved millions of USD</b> 80% decrease in operational overhead</p>
--	---	---	--

## Financial Services

<p><b>Company Facts</b> </p> <ul style="list-style-type: none"> <li>US-based financial services provider</li> <li>A top 25 U.S. financial holding companies</li> <li>\$200B+ in total assets</li> <li>15M+ customers</li> </ul>	<p><b>Business Objectives</b> </p> <ul style="list-style-type: none"> <li>Reduce fraudulent account opening</li> <li>Prevent ATO &amp; improve UX with risk-based authentication</li> <li>Reduce operating costs and financial losses</li> <li>Compliance with FFIEC regulations with unique device ID</li> </ul>
<p><b>Solution</b> </p> <ul style="list-style-type: none"> <li><a href="#">Detection and Response Services (DRS)</a> by Transmit Security</li> </ul>	
<p><b>Why Transmit Security?</b> </p> <ul style="list-style-type: none"> <li>Accuracy, speed &amp; efficiency of DRS</li> <li>Pre-built code and logic</li> <li>Easily use signals from DRS to mitigate risk with Embedded Orchestration</li> <li>Communication, support, transparency &amp; explainability</li> </ul>	<p><b>Results</b> </p> <ul style="list-style-type: none"> <li>Saving \$13 for every \$1 spent</li> <li>Improved UX – Reduced 80%+ of friction for legitimate customers</li> <li>Reduced millions of dollars in financial losses and operating costs</li> <li>Vendor consolidation reduced complexity, costs and time to manage</li> <li>1 unified platform ensured compatibility &amp; coordination</li> </ul>

# Mission

## Doing right by all

A multi-billion dollar United States (US) financial services company – and loyal customer of Transmit Security – has served their customers for over 100 years with integrity, dedication, respect and excellence. They commit to doing right by their customers and society as a whole.

The leading digital financial services company believes reflection and evolution are essential to keep up with the ever-changing world, both online and physical. They aim to continuously improve and innovate in order to ensure success for all.

## Building trust and delivering great customer experiences

As a top 25 US financial holding company, the bank offers various services like online banking, auto finance and insurance, wealth management and corporate finance. Known for their award-winning online banking platform, it is essential that their banking clients can use their services with minimal friction and frustration and without worrying about fraud.

# Challenges

## 3 existing fraud detection tools overlooked 10,000+ illegitimate accounts

Despite using 3 separate fraud detection tools, bad actors were still opening new accounts and compromising real ones – a huge risk for the bank. In fact, the problem was greater than they expected. Over the first month, the bank's existing tools only detected about 2,000 illegitimate accounts, yet Transmit Security found over 12,000 in the same time period.

The bank's legacy vendors were not evolving to adequately detect new attacks and lacked the capability to recognize accounts opened with stolen credentials. They required a lot of manual work to detect illegitimate accounts, and build and change security policies and logic.

## Legacy solutions were “black boxes”

In addition, the legacy solutions were black boxes whose algorithms presented conclusions with no information or reasoning behind them. This lack of transparency made it difficult for the bank to understand and stop fraud, and prevent future attacks.

## Tens of millions of USD lost annually

Since the illegitimate accounts were not originally detected in real-time, the bank paid a high price to shut down the existing bad accounts. Combined with high operational overhead and financial losses from new account fraud and account takeovers (ATOs), the financial hit this bank was experiencing was detrimental but unfortunately not uncommon for large banks.



**“Whenever we needed to tune our risk models based on new information on attacks, it was addressed by Transmit Security’s product team immediately. We have never seen a product work so well and adapt so quickly.”**

# Solution

## High expectations for the new technology provider

The bank's main concern with implementing a tool that blocks account usage was the possibility of a real customer being a victim. As this had been an issue in the past, the bank required the new solution to be highly accurate with minimal false positives. They also wanted better visibility into the reasonings behind why accounts were flagged, so they could trigger the appropriate security measure.

Compliance was another challenge. In order to comply with Federal Financial Institutions Examination Council (FFIEC) regulations, the bank needed device ID unique to each device which required the vendor to be extremely adaptable and innovative.

## Escalate industry leadership, reduce risk & improve customer conversion

Transmit Security continuously proved to be the only vendor to exceed all of the bank's expectations which accelerated their decision to implement [Transmit Security Detection and Response \(DRS\)](#) to keep fraudsters away and save them millions of dollars – this alone could escalate their leadership in the banking industry, reduce risk, and improve customer conversion and cybersecurity. As fraud attacks become increasingly strategized and sophisticated, the bank wanted to avoid becoming a vulnerable target due to outdated fraud detection services.

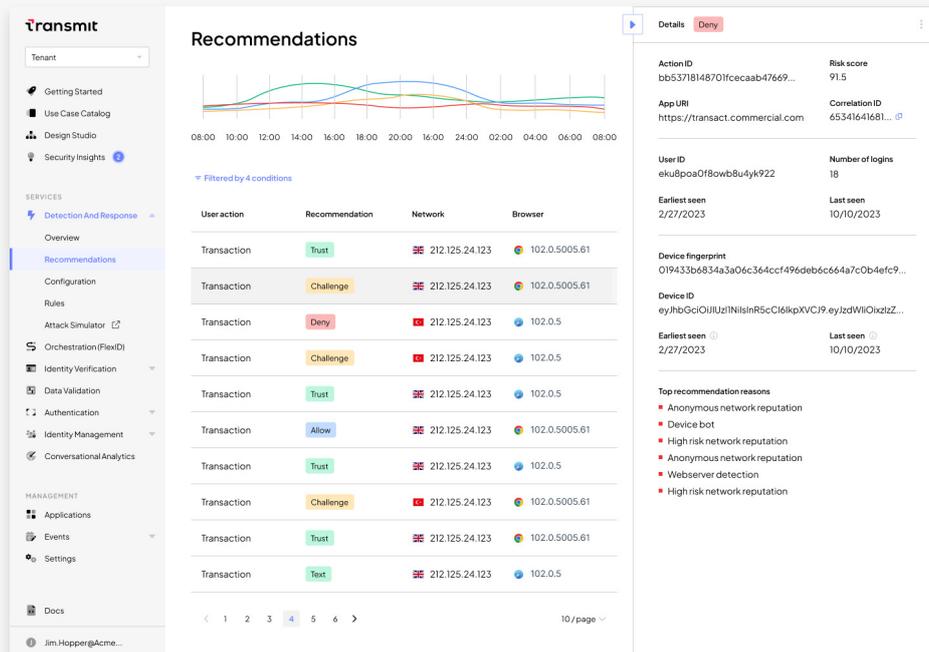
## Block fraud, not user journeys

To accurately identify bots, bad actor account opening and ATOs, this award-winning US bank relies on DRS to continuously run risk and trust assessments powered by multi-method detection, AI-powered contextual analysis and advanced machine learning (ML). Transmit Security's Multi-Method Detection combines more than a hundred advanced detection technologies including best-of-breed device fingerprinting, network reputation and behavioral biometrics (shown below) in a single API.



DRS's AI-driven contextual analysis, advanced ML algorithms and embedded orchestration offer smart, real-time recommendations tailored to the bank's use cases and a comprehensive risk and trust overview dashboard, providing a nuanced understanding of interactions within the banking environment.

## Detection and Response recommendations screen



In addition, the bank leverages DRS's dynamic threat response feature, powered by the Transmit Security Research Lab, which continuously tests, evaluates, and tunes ML algorithms to swiftly identify and counteract emerging threats. By leveraging threat intelligence and applied data science, the service not only stays ahead of new fraud techniques but also allows the bank to proactively respond to threats in real-time. This ensures uninterrupted, secure end-to-end user journeys, reinforcing the bank's defense without necessitating changes to their existing applications.



**"We had a feeling bot traffic was worse than good traffic, and now we can see it. Without this tool, our entire fraud team would be working the weekend to chase down the rest of the bots that our existing tools couldn't catch. Thank you for giving us our weekend back!"**

## Results

### 98% reduction of evolving bot and automated attacks

The bank's main goal was to suppress the fraudulent account opening of synthetic or stolen identities that they were facing. In days, the bank saw a 98% reduction in bots and automated attacks which they continue to maintain despite the increasing sophistication of attack methods. Consequently, they have reduced their financial losses of millions of USD per year and the associated liability to the bank.

The bank's fraud investigators, who had previously spent copious hours and weekends hunting down bots, are now able to focus on other important areas of the business where fraud is present.

### **1300% return on investment (ROI) and cost reduction**

By consolidating vendors and investing in accurate and effective fraud detection service, the bank's financial rewards have been significantly greater than they expected. Not only did they **reduce new account operational costs by 80%**, but they are also **achieving a 1300% ROI**. This unified solution delivers hundreds of detection mechanisms in one service layer, while reducing time and cost to manage.

### **Increased customer experience and reduced ATO**

With risk-based authentication and the Risk, Trust, Action model from DRS, the bank is able to prevent ATO fraud and bad actor account opening while improving the user experience. By challenging suspicious activity on a case-by-case basis rather than causing unnecessary friction for all users, the bank is **reducing friction and MFA challenges by more than 80% and avoiding millions of USD in financial losses**.

### **Protecting customers while keeping fraudsters and bots out**

Because of the high accuracy and intelligence of DRS, preventing real customers from accessing their accounts while blocking out bad actors and bots is no longer a worry for the bank. Instead, the service has **reduced false positives and false negatives by 90% so far with no negative impact on the call center**. With Detection and Response Services, Transmit Security empowers the bank by providing the knowledge and tools necessary to make informed decisions and trigger automated responses.

### **Investing in a product means investing in the vendor, too**

The bank greatly values the accuracy and user-friendliness of DRS, along with Transmit Security's commitment to transparency, exceptional support, and unwavering dedication to the bank's success. Given the sensitive nature of fraud, the bank's need for a highly responsive vendor was heightened. By choosing Transmit Security, the bank found a best-of-breed partner to help navigate the ever-evolving fraud landscape and streamlined its operations, significantly reducing costs and time to resolution by avoiding the complexity of managing multiple vendors.

To learn more about how Transmit Security can help your business increase adoption rates and safeguard patient privacy by improving security and user experience, [book a demo with us](#) or visit [transmitsecurity.com](https://transmitsecurity.com).