Introducing the Next Generation of Mobile Fraud Detection

Zighra enables privacy-enhanced continuous authentication and fraud detection across mobile applications, from a unified patented platform, without having to create and maintain static rules.

Mobile Fraud Detection — an Endless Challenge

Credential theft is the most common attack vector in mobile fraud. Many fraud detection solutions aim to prevent such attacks using one-time verification typically during sign-in or risk-based authentication rules. However, they introduce friction to the user experience, typically only validate things that infer the user's identity, and require static rules, that are difficult to maintain. Therefore, such solutions cannot handle the scale, complexity and dynamic nature of today's mobile transactions as fraudsters dynamically adapt their attack patterns. Protecting the user journey from on-boarding to on-going transactions by detecting fraud across new account registration, social engineering, account takeover and transactions was an impossible task — until now.

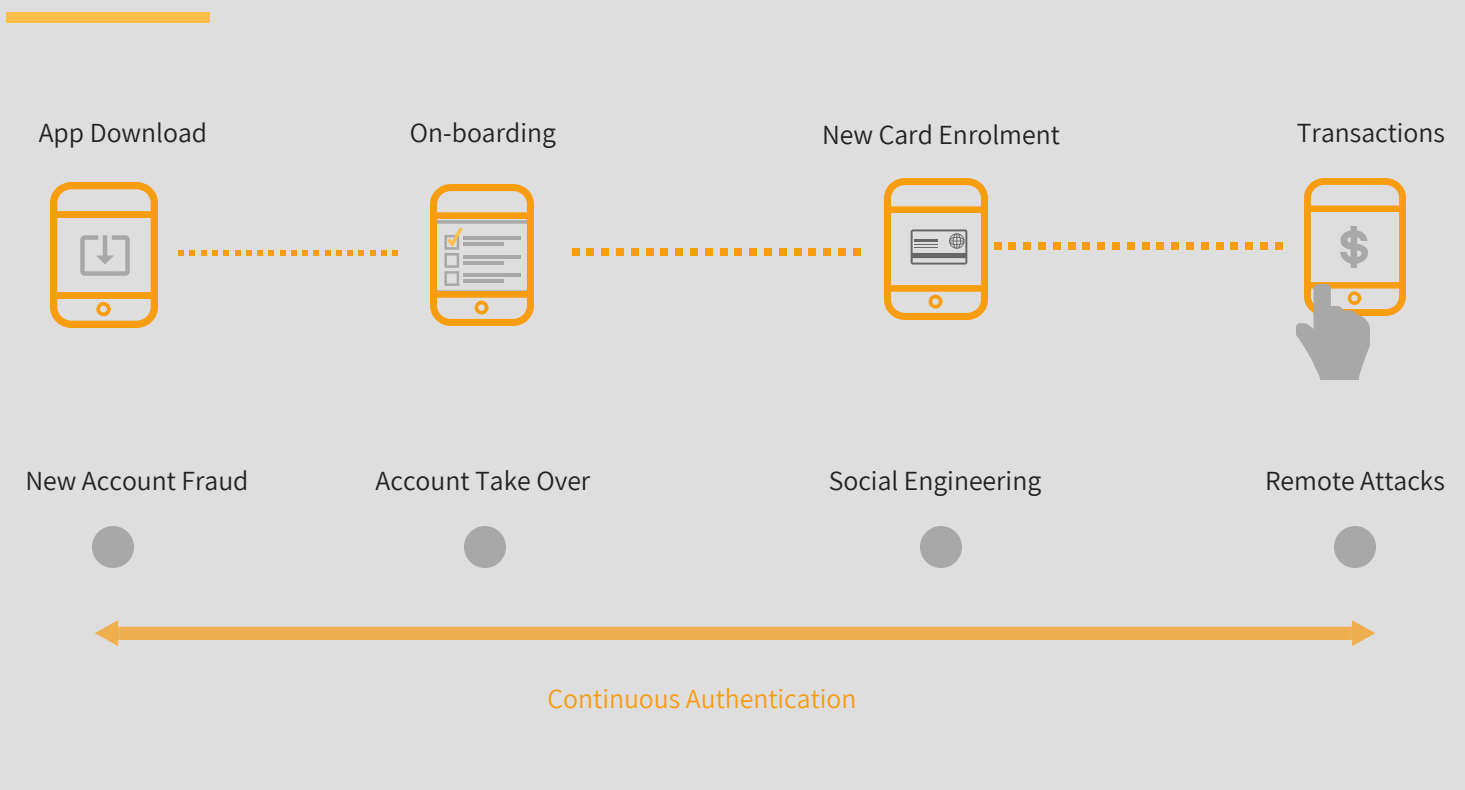**40%** fraudulent transactions were made via mobile apps

Zighra's Holistic Fraud Detection Platform

Zighra is the first patented AI-powered continuous authentication solution for mobile apps that can run entirely on-device. Enterprises can know that they are dealing with the genuine user all of the time. Alerts of anomalous behaviors or non-human traffic allow for appropriate actions.

Zighra's Ultra-Fast AI algorithms work 10X faster than traditional AI approaches to build and continuously refine highly personalized user-device models - from the unique way a user types, swipes and taps, to the hand they prefer to hold their device in, combined with environmental intelligence - including device, network and context.

Flexible delivery options of on premise, cloud or on-device allows choice. Simple integration enabled via a rich suite of APIs including mobile and web SDKs.

Key Benefits

Frictionless User Experience
Enables an interruption-free transaction experience.

Real Time Fraud Detection
Stop account takeover, transaction fraud, remote attacks and more.

Reduce Manual Intervention
Automate real-time detection and response to mobile fraud.

Lower False Positives
Implicitly recognize users with an invisible behavioral biometric layer.

Enhanced Privacy
On-device behavioral biometrics protects user privacy and enhances trust and supports compliance regulations.

Fraud identified at every stage of the mobile user journey

App Download

On-boarding

New Card Enrolment

Transactions

New Account Fraud

Account Take Over

Social Engineering

Remote Attacks

Continuous Authentication

Fraud Indicators

Behavioral Biometrics

Device/Sensor DNA

User Activity Signatures

App Interactions

Social Intelligence

Invisible Step-up Auth

Zighra's SensifyID

Zighra Architecture (On-device, On-Premise/Cloud, Hybrid)

SDK

On-device AI

iOS — Android — JS

Customer Infrastructure

Intelligence Layers

Behavioral Intelligence

Support Compliance Regulations

FIDO2

3DS 2.0

PSD2