

Vindicia ChargeGuard™

Smarter fraud management for online merchants

Fraud: A Commerce Challenge

Fraud in the form of chargebacks is costly. Merchants lose precious revenue and incur an expensive fee for each chargeback received. If the chargeback volume gets too large, merchants face hefty fines from card associations and the potential loss of their merchant account. At the same time, online merchants need to worry about the effects of false positives - the situation in which perfectly valid transactions are refused on suspicion of fraud. In recurring billing environments, the impact of a false positive can run in the hundreds of dollars.

Vindicia ChargeGuard is the ideal hosted service to minimize both false positives and a merchant's chargeback rate. Prior to authorizing a transaction, merchants can use Vindicia's fraud screening solution to calculate a real-time chargeback probability score. Merchants can then determine whether to accept or reject that transaction. Vindicia also provides a safety net for those transactions that do result in chargebacks via ChargeGuard's workflow and document management technologies. Those features combined with our experienced merchant client representatives enable merchants to typically win between 65-85% of chargebacks we dispute.

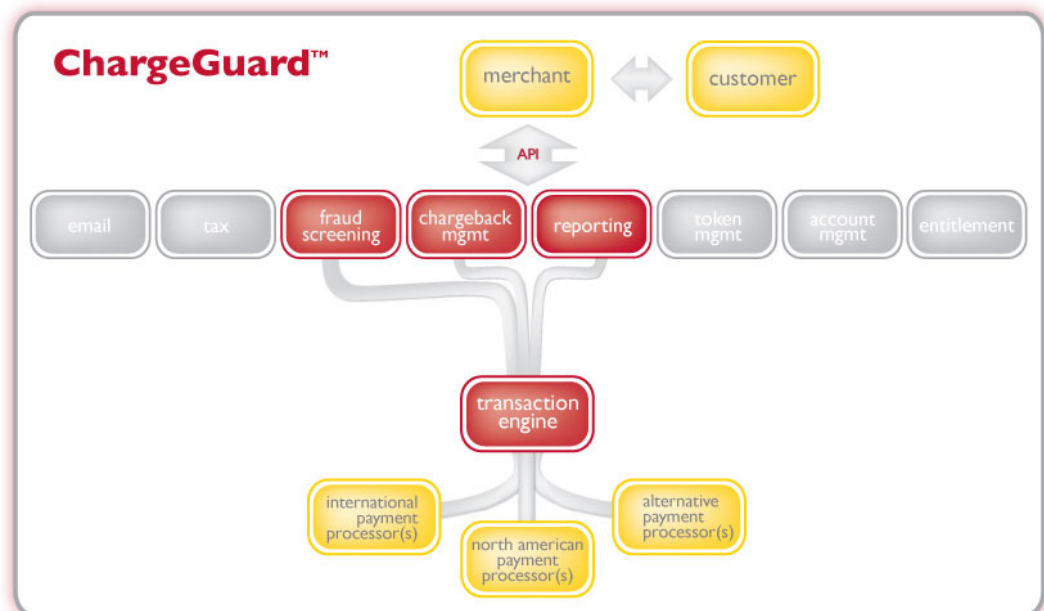
Target Audience

Vindicia ChargeGuard is ideal for merchants who:

- Want to weed out obvious fraudulent inquiries and transactions
- Are at risk of crossing the chargeback threshold rate (typically 1%)
- Need to understand the root causes for their chargebacks
- Find they are having difficulty capturing revenue that is rightly theirs
- Want to automate the process of managing chargebacks
- Are dealing with non-compliance at multiple levels

Key Benefits of ChargeGuard

- Minimize false positives that impact customer acquisition and retention
- Recover "lost revenue" and immediately improve profitability
- Understand your company's root causes for chargebacks
- Use chargeback probabilities for each transaction to eliminate obvious fraud
- Calculate optimal chargeback rates to maximize customer lifetime value
- Categorize chargebacks by type: friendly fraud, true fraud and business process related
- Analyze a unified feed of all chargebacks across payment methods and processors



ChargeGuard is an integral part of the Vindicia solution and provides fraud screening and chargeback management.

ChargeGuard Features

Fraud Screening

- Creates real-time chargeback probabilities for each transaction
- Leverages multiple variables including IP address geolocation, BIN validation, email analysis, and proxy detection
- Validates fraud screen with knowledge from database of chargebacks from Vindicia's merchant network

Dispute Resolution

- Workflow and document management technologies aid timely processing
- Dedicated, experienced Merchant Client Representatives work and win the majority of your disputes
- Relationships with multiple issuing banks, leveraged on your behalf, yield tailored, effective responses
- Maintain as much or as little control over the handling of your chargebacks as you choose
- Define your own parameters regarding Vindicia's responses to your chargebacks to maximize your return
- Take your dispute, if needed, to arbitration with Vindicia who prepares all documentation on your behalf

Business Intelligence

- Provides insight into which business processes are helping your chargeback rate and which are hurting it
- Creates intelligence learned from your chargebacks to help you deploy defensive billing logic
- Shows you which affiliates are driving bad traffic to your site and creating business problems
- Helps you understand which products are driving your chargebacks
- Uncovers which issuing banks are not friendly to your business

Timely Reports

- On-demand, online and pre-defined reports
- Reports classified by fraud type, payment type, BIN, and affiliate
- Extensive analytics that can be downloaded via the ChargeGuard API
- Single feed in a unified format of all chargebacks across multiple payment methods

Security and Compliance

- Advanced cryptographic key management
- Cryptographically-enforced permissions, roles and responsibilities
- Strong encryption protocols certified to FIPS 140-2
- Certified as a PCI Level 1 Service Provider
- Certified with SAS 70 Type 2 to help merchants with SOX compliance

Scalability and Reliability

- Designed to support millions of daily transactions
- Built-in scalability overhead of 5X current transaction run-rate
- 99.99+ % uptime for all critical merchant-facing functions
- Infrastructure is physically and network redundant across geographic regions

Global Chargeback Support

- Support for multiple processors and payment methods
- Experience working with processors that cover international markets

▶ About Vindicia

Vindicia offers an integrated, on-demand billing and fraud management solution for online merchants. Vindicia CashBox™ is a best-of-breed billing system for creating and managing recurring and real-time payments and helps merchants improve customer retention and maximize profit. Vindicia ChargeGuard™ provides automated fraud screening and chargeback management services that enable merchants to recover lost revenue. A PCI Service Provider Level 1 company and SAS 70 Type 2 audited, Vindicia is a key payment management resource for some of the best-known brands on the Internet.