

Anti-Fraud Scoring

Bluefin's Fraud solution will protect a merchant and their business by providing them with the ability to identify and manage digital threats proactively. We will be leveraging state-of-the-art machine learning models and established rules to identify good customers, reduce manual reviews, analyze patterns and data, and highlight risky transactions.

It's no longer a matter of whether fraudsters will target your business – it's a matter of when.

We have partnered with Accertify, an American Express company that enables merchants to perform real time decisioning, device intelligence and comprehensive reporting. This feature will be available through all our processors and help merchants score transactions based on rules. Transactions will be screened within milliseconds using the best possible set of data and decision-making models.

Benefits

01

Increase Revenue

02

Real-time risk assessment

03

Industry-specific rule set

04

Identify trends in your data



Whether integrated to us through the API's, iFrames or Hosted Payment forms the checkout process remains the same. Our team of experts will analyze your business needs and build a strategy that will help companies grow by driving down the total cost of fraud, simplifying business processes and ultimately increasing revenue.