

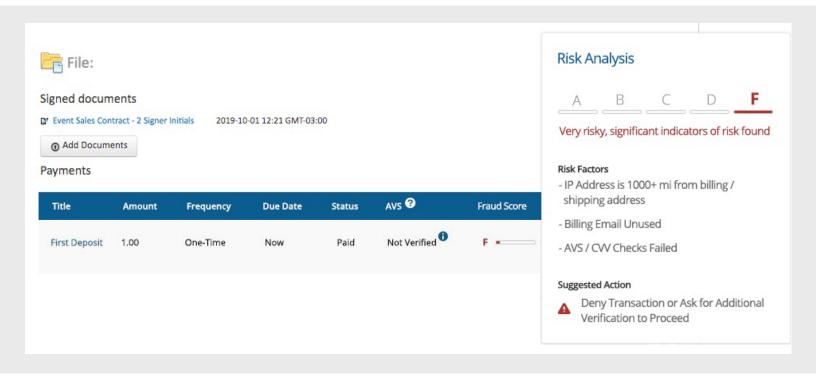
Advanced Fraud Detection

Not only does payment fraud bring feelings of fear, anger, and frustration to your hotel, it can also have detrimental repercussions on your overall business. But that's about to change...

Coming this summer, Sertifi will be introducing **advanced fraud detection** tools. This enhancement to our current solutions will serve to better protect hotels, and their guests, from fraudulent activities.

Advanced fraud detection will automatically be turned on for all Sertifi clients in their Portal.

Here's what it will look like:



Advanced fraud detection will work in tandem with our current tools, giving hotels the necessary information to deny risky transactions and feel comfortable approving cards with a safe score.

Powerful algorithms will perform a risk analysis on over 100 data points, including:

✓ Name ✓ IP Address ✓ Address ✓ + 100 more

Additionally, the use of AVS and CVV checks will help to determine a fraud score for each transaction.

Fraud scores will be depicted in terms of A-F, with an "A" score meaning, very safe, and an "F" score meaning, very risky.

With advanced fraud detection tools, we're putting the power to prevent chargebacks in your hands by giving you the knowledge to make an informed decision on which transactions to accept or deny.