The Seven Providers That Matter Most And How They Stack Up

by Andras Cser January 27, 2016

Why Read This Report

In Forrester's 15-criteria evaluation of enterprise fraud management vendors, we identified the seven most significant providers in the category — Accertify, ACI, BAE Systems, Feedzai, Fair Isaac Corporation (FICO), Neptune Intelligence Computer Engineering (NICE) Actimize, and SAS — and researched, analyzed, and scored them. This report details our findings about how well each vendor fulfills our criteria and where they stand in relation to each other to help security and risk (S&R) professionals select the right partner for their enterprise fraud management (EFM) software needs.

Key Takeaways

S&R Pros Want To Stop Fraud Without Affecting Digital Experiences

The EFM market is growing because more S&R and fraud management professionals see EFM as a way to preserve their customers' digital experiences while preventing more fraud and reducing fraud management costs.

Machine Learning And Custom Reporting Are Key Differentiators

As siloed technology for scoring fraud risk becomes outdated and less effective, improved administration, machine learning methods, and custom reporting now dictate which providers lead the pack.

Access The Forrester Wave Model For Deeper Insight

Use the detailed Forrester Wave model to view every piece of data used to score participating vendors and create a custom vendor shortlist. Access the report online and download the Excel tool using the link in the right-hand column under "Tools & Templates." Alter Forrester's weightings to tailor the Forrester Wave model to your specifications.

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by Andras Cser with Stephanie Balaouras, Alexander Spiliotes, and Peggy Dostie January 27, 2016

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Forrester conducted lab-based evaluations in September through October 2015 and interviewed seven vendor and 18 user companies, including Accertify, ACI, BAE Systems, Feedzai, FICO, NICE Actimize, and SAS.

Related Research Documents

Best Practices: Effective Enterprise Fraud Management

Big Data In Fraud Management: Variety Leads To Value And Improved Customer Experience

Stop Billions In Fraud Losses With Machine Learning

EFM Prevents Losses While Preserving Digital Experiences

EFM software provides S&R pros with their last opportunity to detect and prevent various types of fraud: payment fraud, online banking/account takeover, insurance fraud and internal employee in the above areas. Effective fraud management requires good governance and organizational support and early attention to data integration, as well as automated EFM solutions. These platforms provide fraud risk scoring for payment and online banking transactions across different channels, such as online web, mobile app, call center, and in-person, in a single pane of view. With a real-time fraud-detection platform, S&R pros will:

- > Save their firm thousands, even millions, in fraud losses. How much does fraud cost? It varies by industry. For firms in eCommerce, it can be significant. According to several studies, eCommerce fraud loss as a percentage of revenue ranges between .85% and .9%.² Forrester predicts US online sales will reach \$414 billion by 2018.³ Without an improvement in the fraud loss rate, US eCommerce fraud losses will increase to approximately \$3.6 billion by 2018.⁴
- > Improve detection rates while reducing fraud analysis and investigation costs. Typical firms need at least three to five fraud analysts and one to two investigators, with annual fully loaded salaries of \$150,000 to \$200,000. Although using automated fraud prevention tools typically increases the number of alerted transactions, most of these are true fraud, unlike when using the manual, often inaccurate, method of "eyeballing." In Forrester's estimation, keeping fraud detection rates level and automating fraud analysis and initial steps of investigation saves companies 30% to 40% of the labor costs of analysts and investigators.
- Preserve customers' digital experiences. Online retailers, insurance companies, banks, and other providers that offer services to consumers face a Catch-22: If they stop more transactions that are suspicious in an attempt to reduce fraud losses, they anger customers trying to complete legitimate transactions, and these customers will go elsewhere. If they do nothing, they guarantee an increase in fraud but will have fewer unhappy customers. EFM platforms aim to rescue S&R pros from this Catch-22 by alerting mainly on truly fraudulent transactions and improving false positive rates as well as fraud detection rates.⁵

EFM Software Provides Six Key Capabilities

To stop fraud without compromising digital experience or hiring large numbers of fraud analysts, fraud teams need more effective, reliable, and automated processes to sort out suspicious transactions. Today's EFM solutions have a number of innovative and emerging capabilities, including:

- 1. Data integration by using core transaction details and other contextual information from mobile apps and other channels that improve fraud detection.
- 2. Behavioral modeling and predictive analytics that help fraud teams detect anomalies from good behaviors.
- 3. Risk scoring of transactions by allowing fraud management teams to write rules.

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- 4. Real-time decision-making and interdiction capabilities to stop fraud before it happens.
- 5. Case management that allows analysts and investigators to track, investigate, and resolve transactions.
- 6. Hosted and SaaS delivery options to reduce ongoing maintenance.

Machine Learning Vendors Enter And Disrupt The EFM Market

It is increasingly difficult for both S&R pros and vendors to develop new behavioral patterns and models to detect the signs of cybercriminal activity across commerce channels — particularly mobile. Adapting fraud models is a slow and inefficient process that leaves enterprises vulnerable to significant fraud losses. This is why there is so much excitement at the prospect of applying machine learning methods, algorithms, and models to fraud management. The hope is that machine learning will drastically reduce model update cycle times and accuracy.⁶

New entrants such as Feedzai, Forter, NuData, and Securonix have been entering the market. They augment legacy rule writing and supervised learning statistical algorithms for risk scoring with machine learning algorithms that — according to Forrester's user interviews — provide 30% to 40% performance improvements in risk scoring and preventing fraud in real time. These new vendors have been able to provide faster response times than many traditional EFM platform solutions. This is why EFM platform vendors are incorporating machine learning, especially unsupervised machine learning, into their offerings as quickly as they can.

EFM Evaluation Overview

After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 15 criteria, which we grouped into three high-level buckets:

- > Current offering. We evaluated the ability of EFM solutions to deliver the following capabilities out of the box: 1) integration with data sources; 2) management of users and queues; 3) management of risk-scoring rules; 4) analyst interaction and user interface; 5) coverage of online web, mobile app, phone/call center, and in-person channels; 6) coverage of ACH, wire transfer, check, online bill pay, and card transactions; and 7) reporting and scalability.
- > Strategy. We evaluated: 1) the vendor's future plans for development and marketing of the solution; 2) customer satisfaction; 3) breadth of the vendor's security services and OEM ecosystem; 4) staffing of developer, sales, and technical support for the EFM solution; and 5) pricing mechanics and transparency.
- > Market presence. We evaluated: 1) overall revenues, on-premises revenues, and SaaS revenues; 2) the size of the installed base; and 3) penetration in key verticals and geographies.

We Evaluated Vendors With Card Fraud Risk Scoring And Notable Market Presence

Forrester included seven vendors in the assessment: Accertify, ACI, BAE Systems, Feedzai, FICO, NICE Actimize, and SAS. Each of these vendors has (see Figure 1):

- An integrated fraud risk-scoring mechanism for credit and debit card transactions. Forrester evaluated solutions that have built-in strategies such as rules and statistical models for risk scoring and making alerting decisions (decisioning) of card payment transactions.
- **Demonstrated presence in financial services or retail verticals.** We included vendors that had at least 30% of EFM revenues from the financial services or retail verticals.
- > At least \$10 million in EFM revenues. We included vendors that had at least \$10 million in EFM SaaS and on-premises solution revenues in the 12-month period ending on the cutoff date.
- > At least 20 paying customer organizations in production. We included vendors that have at least 20 paying customer organizations in production as of the cutoff date.
- > A mindshare with Forrester's customers on inquiries. The vendors we evaluated are frequently mentioned in Forrester client inquiries, shortlists, consulting projects, and case studies.
- **A mindshare with other EFM competitive vendors.** We included vendors that other vendors mention as one of their frequent competitors in Forrester briefings, client inquiries, and other interactions.

FIGURE 1 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product evaluated	Product version evaluated
Accertify	Interceptas	2.0
ACI	Proactive Risk Manager	8.3
BAE Systems	NetReveal Enterprise Fraud	7.1
Feedzai	Feedzai	15
FICO	Falcon Fraud Manager	6
NICE Actimize	Integrated Fraud Management Suite (IFM)	4.8
SAS	SAS Enterprise Fraud Solution	3.3m1

Vendor selection criteria

An integrated mechanism for scoring fraud risk in credit and debit card transactions. Forrester evaluated solutions that have built-in strategies such as rules and statistical models for risk scoring and making alerting decisions (decisioning) of card payment transactions.

Demonstrated presence in financial services or retail verticals. We included vendors that had at least 30% of EFM revenues from the financial services or retail verticals.

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A mindshare with other EFM competitive vendors. We included vendors that other vendors mention as one of their frequent competitors in Forrester briefings, client inquiries, and other interactions.

Vendors Compete On UI, Coverage, And Custom Reporting

All evaluated solutions support various data formats (files, databases, message queues) for importing data. Every solution offers capabilities to create, modify, and delete users and roles and place users into roles and assign roles or groups to users. Every solution allows administrators to train the system with truth data, and to define thresholds in rules for alerting transactions. Analysts can be assigned cases in a fixed manner or can cherry pick from a queue. All solutions have integrations with risk-based authentication solutions for authentication of customers to external-facing websites.⁹

The Forrester Wave™: Enterprise Fraud Management, Q1 2016 The Seven Providers That Matter Most And How They Stack Up

The evaluation uncovered a market in which (see Figure 2):

- > SAS and FICO lead the pack. These solutions offer a breadth of coverage for flexible queue management and design and cover all of ACH, wire, check, online bill pay, and card transaction types. In addition to focusing on true technical innovation in mobile payments fraud detection, machine, and deep learning, they support their solutions with a large force of developer, professional services, sales, and technical support personnel worldwide, They also have a broad and efficiently working partner network.
- Accertify offers competitive options. Accertify shines in the retail payment fraud management space and offers not only a SaaS solution but also staff augmentation for fraud analysis and investigation. As a result, initial data integration and set-up is simpler than with other solutions. Customer satisfaction is also high with Accertify: Customers like the focused solution, the vendor's good sales support, and flexible tool configurability.
- NICE Actimize, BAE Systems, ACI, and Feedzai vie for customers' attention. While these vendors have been deployed at many customer organizations, they generally are harder to integrate and set up with data sources, have spotty out-of-the-box and canned fraud risk scoring coverage for channels and transaction types, and often lack modern user interfaces, dashboards, or easy-to-configure reporting.

This evaluation of the EFM market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.

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FIGURE 2 Forrester Wave™: Enterprise Fraud Management, Q1 '16



FIGURE 2 Forrester Wave™: Enterprise Fraud Management, Q1 '16 (Cont.)

	Forrester's Weighting	Accertify	ACI	BAE Systems	Feedzai	FICO	NICE Actimize	SAS
CURRENT OFFERING	50%	2.60	1.30	3.00	2.10	4.20	3.70	4.20
Data integration	20%	4.00	2.00	1.00	4.00	4.00	5.00	5.00
Users and roles	20%	4.00	1.00	3.00	2.00	5.00	2.00	5.00
Risk scoring and alerting	20%	2.00	3.00	3.00	2.00	4.00	4.00	5.00
Analyst interaction	10%	1.00	0.00	3.00	1.00	2.00	3.00	3.00
Channels	10%	2.00	0.00	5.00	1.00	5.00	5.00	1.00
Transaction types	10%	1.00	1.00	4.00	1.00	5.00	5.00	5.00
Reporting and scalability	10%	2.00	0.00	4.00	2.00	4.00	2.00	3.00
STRATEGY Future development and market plans	50% 20%	3.40 4.00	3.20	1.80	1.60	3.40 5.00	1.80	4.00 5.00
for EFM and technology								
Customer satisfaction	20%	5.00	3.00	2.00	3.00	1.00	1.00	2.00
Security services and OEM partners	20%	5.00	2.00	1.00	1.00	4.00	2.00	4.00
Development, sales and technical support staffing	20%	0.00	5.00	3.00	0.00	4.00	3.00	5.00
Pricing	20%	3.00	4.00	0.00	3.00	3.00	0.00	4.00
MARKET PRESENCE	0%	2.66	2.99	2.00	2.00	3.00	2.35	4.01
Revenue	34%	2.00	2.00	2.00	2.00	3.00	4.00	5.00
Installed base	33%	5.00	4.00	2.00	1.00	3.00	2.00	5.00
Verticals and geographies	33%	1.00	3.00	2.00	3.00	3.00	1.00	2.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Vendor Profiles

Leaders

> SAS offers broad coverage of transaction types. While SAS has canned fraud management strategies for online web, mobile app, phone/call center, and in-person transactions, configuring strategies requires scripting and is less intuitive than other vendors' solution. The solution has great coverage for data integration, queue management, and authoring of rules and models, and it covers all major transaction types out of the box. Vendor's plans include: 1) improving in-memory visualization of performance indicator dashboards; 2) extending design and simulation against big data; and 3) improving analytics by integrating device and behavior data.

> FICO extends EFM to all channels with strong reporting. The solution covers online web, mobile app, phone/call center, and in-person channels nicely and has outstanding support for ACH, wire, online bill pay, and card transactions. Administrators can readily define, save, and run ad hoc reports. Customers report that the solution is too expensive and lacks an integration layer for importing data, and that they experienced some account management/sales support issues. Vendor's plans include: 1) expanding Falcon's capabilities via the FICO Analytic Cloud; 2) integrating Tonbeller Siron with the Falcon Fraud Platform; and 3) introducing FICO proprietary mobile device scoring and identification.¹⁰

Strong Performers

Accertify focuses on retailers and card fraud management. Customers are generally satisfied with the solution but told Forrester it lacks reporting and auditing capabilities. The solution also lacks canned support for mobile apps, phone/call centers, and extensibility for new channels. There is no coverage for ACH, wire, check, or online bill payments, only card transactions. Data integration and queue management are strong. Vendor's plans include: 1) improving user interface and usability; 2) adding entity risk profile management; and 3) incorporating behavioral analytics into the solution.

Contenders

- > NICE Actimize offers broad coverage for transaction types. Customers were generally satisfied with trend predictions but had upgrade challenges with version 4, customer service responsiveness, and performance. Vendor did not disclose to Forrester a transparent pricing mechanism of the solution. Today, 76% of the vendor's EFM revenues come from financial services, while no revenue comes from retail. The solution has nice out-of-the-box strategies for ACH, wire, check, online bill pay, and card transaction types. Vendor's plans include: 1) detecting fraud earlier with early account monitoring; 2) adding scoring and detection based on customer location; and 3) developing a fraud management hub offering.
- Date Systems has strong coverage for all channels and offers customizable reporting. Customers reported that BAE Systems implementations were, in general, successful, but the user interface needs to be more intuitive. In customers' view, BAE Systems should fix bugs faster. Initial data integration and mapping of the solution is harder than with other vendors. The solution has specific and canned fraud management strategies for online web, mobile app, phone/call centers, and in-person transactions. Vendor's plans include: 1) moving to managed service and SaaS delivery for the EFM solution; 2) aligning cybersecurity and EFM offerings; and 3) extending machine learning capabilities with genetic algorithms and evolutionary learning.
- ACI offers champion/challenger rule writing, lacks unified case and alert management. Customers reported improvement in ACI's cross-channel capabilities but perceive the solutions as OpenSQL and not a neural network. Customized environments are hard to troubleshoot. Today,

the solution has a separate alert queue and case queue management, administration, and analyst view interface — the vendor plans to fix this in an upcoming release. Admins can readily configure statistical risk scoring and champion/challenger models in the solution and run what-if scenarios. Vendor's plans include: 1) improving big data analytics strategies; 2) extending and improving rules-based scoring; and 3) adding compliance reporting for AML.

reported that they like the modeling capabilities and the real-time, random-forest machine learning models in the solution and mentioned that the vendor was responsive and technically competent. In Forrester's assessment, the solution is a flexible framework but today lacks canned fraud scoring strategies for online web, mobile apps, phone/call centers, and in-person transactions as well as for ACH, wire, check, and online bill pay transactions. Card transaction scoring and reports and dashboards-based queues are versatile. Vendor plans include: 1) building a data science framework and 2) improving deep learning.

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Supplemental Material

Online Resource

The online version of Figure 2 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of four data sources to assess the strengths and weaknesses of each solution:

- Hands-on lab evaluations. Vendors spent one day with a team of analysts who performed a hands-on evaluation of the product using a scenario-based testing methodology. We evaluated each product using the same scenarios, creating a level playing field by evaluating every product on the same criteria.
- > **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.
- > **Product demos.** We asked vendors to conduct demonstrations of their product's functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with three of each vendor's current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and we encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final

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scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, go to http://www.forrester.com/marketing/policies/forrester-wave-methodology.html.

Integrity Policy

All of Forrester's research, including Forrester Wave evaluations, is conducted according to our Integrity Policy. For more information, go to http://www.forrester.com/marketing/policies/integrity-policy.html.

Endnotes

- ¹ Security and risk (S&R) professionals working on enterprise fraud management (EFM) can no longer treat fraud as one more cost of doing business. Fraudsters have gotten smarter and sneakier, and customers worldwide demand better fraud protection measures from banks, insurance companies, eCommerce retailers, and government agencies. See the "Best Practices: Effective Enterprise Fraud Management" Forrester report.
- ² Source: "2014 LexisNexis True Cost of FraudSM Study: Post-Recession Revenue Growth Hampered by Fraud As All Merchants Face Higher Costs," LexisNexis, August 2014 (http://www.lexisnexis.com/risk/downloads/assets/true-cost-fraud-2014.pdf) and "Online Fraud Management Benchmarks (North America Edition)," CyberSource, 2015 (http://www.cybersource.com/resources/collateral/Resource_Center/whitepapers_and_reports/CYBS-Fraud-Benchmark-Report.pdf).
- ³ Forrester expects online retail sales in the US to reach \$294 billion in 2014, or approximately 9% of all sales in the US. We're forecasting a strong compound annual growth rate (CAGR) of 9.5% between 2013 and 2018 for US eCommerce, yielding approximately \$414 billion in online sales by 2018. By 2018, Forrester expects that online sales will account for 11% of total US retail sales. The key drivers of growth in the online channel? The increased penetration of mobile devices, including tablets, and greater wallet share shift to the web channel from online buyers, all driven by rich web offers from online merchants. For more information about the projected US eCommerce market, see the "US eCommerce Forecast: 2013 To 2018" Forrester report.
- ⁴ Forrester estimates that the ROI of an EFM platform over five years is 150% to 200%, mainly in improvements of fraud loss rates.
- ⁵ CyberSource's Online Fraud Management Benchmarks report notes that, "Fifty-three percent of merchants track the rate at which valid orders are rejected. Over 70% believe that up to 10% of rejected orders are actually valid." Source: "Online Fraud Management Benchmarks (North America Edition)," CyberSource, 2015 (http://www.cybersource.com/resources/collateral/Resource_Center/whitepapers_and_reports/CYBS-Fraud-Benchmark-Report.pdf).
- Security and risk (S&R) professionals specializing in fraud find it increasingly difficult to develop new behavioral patterns and models to detect the telltale signs of cybercriminal activity across commerce channels particularly mobile. This is exacerbated by many firms' inability to find or afford enough fraud data scientists. Thus, when S&R pros must adapt their own fraud models, it's a slow and inefficient process. The alternative is to wait for vendors to update the models in their commercial solutions. Both scenarios leave some businesses vulnerable to significant fraud losses for an extended period. In addition, with legacy models there is no way for S&R pros to know when the accuracy of the model has deteriorated. This is why there is so much excitement at the prospect of applying machine learning methods, algorithms, and models to fraud management. The hope is that machine learning will drastically reduce model update cycle times, which will not only improve fraud detection but give fraud analysts and investigators more time to focus their efforts on investigating suspicious transactions. See the "Stop Billions In Fraud Losses With Machine Learning" Forrester report.

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- Fraud causes companies to lose money in many ways: They face losses due to chargebacks, unrecoverable transfers, and unnecessary shipping costs; and spend extensive time and resources investigating many transactions. Fraud can impact a company's goodwill. With fraud rings expanding operations beyond the online channel to ATM, POS, branch, and call center, financial services and other organizations need effective ways to protect against cross-channel fraud. Forrester's interviews with IT end users highlighted the following tenets as being important in fraud management products: 1) Use a statistical, vertical model to assess risk scores; 2) use rules to respond to emerging threats; 3) monitor transactions and entities across channels; 4) interdict near real time; 5) use entity and link analytics to see how fraud rings operate; 6) integrate disparate fraud management systems' case-management interfaces in order to navigate between fraud cases and cross line of business boundaries; and 7) integrate with adaptive authentication's monitoring of the login context. We looked at how vendors satisfy these tenets and also provide detailed information on vendors' market presence. See the "Market Overview: Fraud Management Solutions" Forrester report.
- ⁸ Source: Jorge Garcia, "Machine Learning And Cognitive Systems: The Next Evolution Of Enterprise Intelligence (Part I)," Wired, July 10, 2014 (http://www.wired.com/insights/2014/07/machine-learning-cognitive-systems-next-evolution-enterprise-intelligence-part/).
- ⁹ In Forrester's 16-criteria evaluation of risk-based authentication vendors, we identified the six significant vendors in this category CA Technologies, Entrust, iovation, RSA, Symantec, and ThreatMetrix and researched, analyzed, and scored them. See the "The Forrester Wave™: Risk-Based Authentication, Q1 2012" Forrester report.
- ¹⁰ Source: "FICO Acquires TONBELLER," PR Newswire news release, January 13, 2015 (http://www.prnewswire.com/news-releases/fico-acquires-tonbeller-300019747.html).

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