

# Microsoft Dynamics 365 Fraud Protection



Microsoft developed its own fraud protection system, reducing fraud-related costs by \$76 million and boosting revenue by hundreds of millions more over a two-year period. Between 2016 and 2018, Microsoft used its fraud protection system to reduce false positives and increase bank acceptance, increasing revenue by almost 10 percent.<sup>4</sup>

**\$250 Billion**

The online sales industry currently loses more than \$250 billion in annual costs from fraudulent transactions<sup>3</sup>.



Across e-commerce, 10 to 20 percent of legitimate transactions get rejected.

## Business demand for fraud protection is growing

75%

want advanced authentication and security measures<sup>2</sup>

63%

have experienced the same or more fraud losses in the past 12 months<sup>2</sup>

69%

are concerned with the number of incorrectly declined customer transactions<sup>2</sup>

### Benefits of Dynamics 365 Fraud Protection

Increase your revenue - Decrease wrongful rejections; increase bank acceptance rates

Reduce operational expenses - Reduce fraud losses & manual review expenses

Seamless shopping experience - Reduce challenges and friction in the shopping experience

Diagnose - Analyse historical data to gain fraud insights in your environment

Evaluate - Test D365 Fraud Protection using real-time transactions and compare it to your current solution

Protect - Use Fraud Protection as your primary assessment tool in production environments

Can be done in parallel

Sources:

1. Worldwide Retail and Ecommerce Sales: eMarketer's Estimates for 2016–2021  
 2. LexisNexis® Risk Solutions 2018 True Cost of FraudSM Study Retail Edition, October 2017–2018 State of Global Customer Service Report, Microsoft  
 3. (LexisNexis®Risk Solutions 2018 True Cost of Fraud Study Retail Edition, October 2017).  
 4. (Worldwide Retail and Ecommerce Sales: eMarketer's Estimates for 2016–2021).