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**PRESS RELEASE**

### **Latest advances in fraud screening drive Halfords profits' forward**

Halfords is using the latest fraud screening technology to keep one step ahead of fraudsters on its e-commerce site.

The UK's leading auto, leisure and cycling products retailer appointed fraud screening experts, The 3<sup>rd</sup> Man, to install and update the latest fraud screening technology.

Gatekeeper uses a range of highly effective techniques to identify footprints left by fraudsters and set up systems to prevent future exploitation. The system also allows fast processing of transactions.

Ian Turner-Tymm, Halfords website operations manager said: "Since its re-launch last year, the online shop has been very popular with customers seeing all the choice of Halfords products with the convenience of on-line shopping."

"The Gatekeeper system is quick and accurate, and allows us to tailor our requirements better than any other system I have come across, which is good news for us and good news for our customers."

The Gatekeeper technology comprises several modules that have now been 'joined up' to provide a flexible and appropriate service suitable for all CNP retailers. So far results have shown a massive 98.3% fraud detection rate.

Gatekeeper empowers retailers to feed information directly back into the fraud scoring process. This means retailers can search and display their transactional information instantly and perform complex analysis to easily identify fraud rings with only a couple of mouse clicks.

If a transaction is flagged as high-risk, but on closer inspection turns out to be genuine, the updated information will immediately be included in future scoring decisions.

Paul Simms from The 3rd Man says Gatekeeper is way ahead of its nearest rivals.

Some of the biggest names in retail, including Mothercare, Ticketmaster and Wolseley, have now turned to the system.

He explained: “Whilst the potential damage fraudsters can do is massive, the reality is, they are relatively few in number. It is a matter of identifying the footprints they leave and isolating future activity, which is where Gatekeeper’s strength lies.”

He added: “What is remarkable about the system is its ability to analyse vast swathes of information and present it in a very user friendly way. Reports may be simple or hugely complex...our customers can choose.

“The system gives them the ability to create dynamic searches at the click of a button.”

CNP fraud has rocketed over the last two years, and with the roll out of the in-store Chip and PIN payment system offering greater protection for retailers against customer present fraud, CNP fraud is getting worse.

CNP transactions over the Internet or over the phone that are fraudulent remain the responsibility of the retailer, not the banks.

Gatekeeper is highly effective at catching first-time fraudsters and is already saving companies tens of millions of pounds annually.

It has multiple features built in to maintain data security and integrity at all times.

When transactional records are displayed, the vendor may choose to search to determine if there are any associated details within other similar transactions (for example card number, email address, postcode etc). These details are retrieved and displayed within seconds using just a single mouse click.

Linked transactions are also identified in seconds. Major frauds can be reliably detected and verified at the earliest possible stage.

Current and historic transactions may all be searched. The vendor also has control over how much information is held and for how long.

GateKeeper may be used independently of The 3rd Man screening service or in conjunction.

To further protect retailers from the threat of fraud, The 3rd Man has teamed up with Protix, the online retailer’s payment provider, to offer GateKeeper to all its customers.

Protix acts as the link between the online retailer’s website and their acquiring bank.

Its products are specifically designed to enable the secure, real-time processing of online credit and debit card transactions and the secure sending of data via email.

Protx has invested heavily in research, development and hardware. As a result, its services are among the most advanced in the industry and have helped its clients ensure that their e-Commerce ventures thrive.

Michael Alculumbre, Managing Director of Protx, said: “Fraud is becoming an ever bigger problem for CNP transactions and the roll out of Chip and PIN is causing further migration to the web.

“By working with The 3rd Man we offer an added bonus to our merchants by presenting them with information that can help prevent them from incurring a loss by being charged back for a fraudulent transaction.”

Research conducted by The 3rd Man has shown that all of its customers have quickly recouped the initial expense of using online fraud protection. In fact, usually there is an immediate net benefit in month one.

The investment also provides all-important peace of mind so retailers can focus on the retailing rather than focusing on fraudsters.

For more information visit [www.the3rdman.co.uk](http://www.the3rdman.co.uk) or ring 01276 856 444.

## **Ends**

### **Background information - The 3rd Man**

The Limited Company was formed in 2001 to provide retailers with the choice to manage payment risk without having to rely on banking initiatives alone.

Traditional payment security methods were designed for shops. Those retailers, who sold over the Internet or via call-centres, needed a different solution, one which considered other factors:

- Who is buying?
- What are they buying?
- Where is delivery taking place?
- How are they paying?

After an initial design and build period, the service went fully live in 2003. Major lead clients were acquired in the early part of 2003 and volume rollout has continued since.

### **The 3rd Man provides 3 services:**

#### **GateKeeper - Card Fraud Analysis**

GateKeeper is a secure online data reporting and analysis tool that enables retailers to search and display their transactional information instantly and perform complex analysis with only a couple of mouse clicks. GateKeeper has the facility to highlight transactions with messages such as ‘Always Allow’ which automatically updates screening processes and ensures that customer service policy is directly actioned.

#### **Card Not Present Fraud Screening**

The screening service helps retailers to determine those CNP transactions that are high-risk from the majority of genuine transactions.

#### **Card Fraud Consultancy and Advice**

The 3rd Man provides advice and assistance, ensuring that current needs are addressed as well as anticipating future requirements.