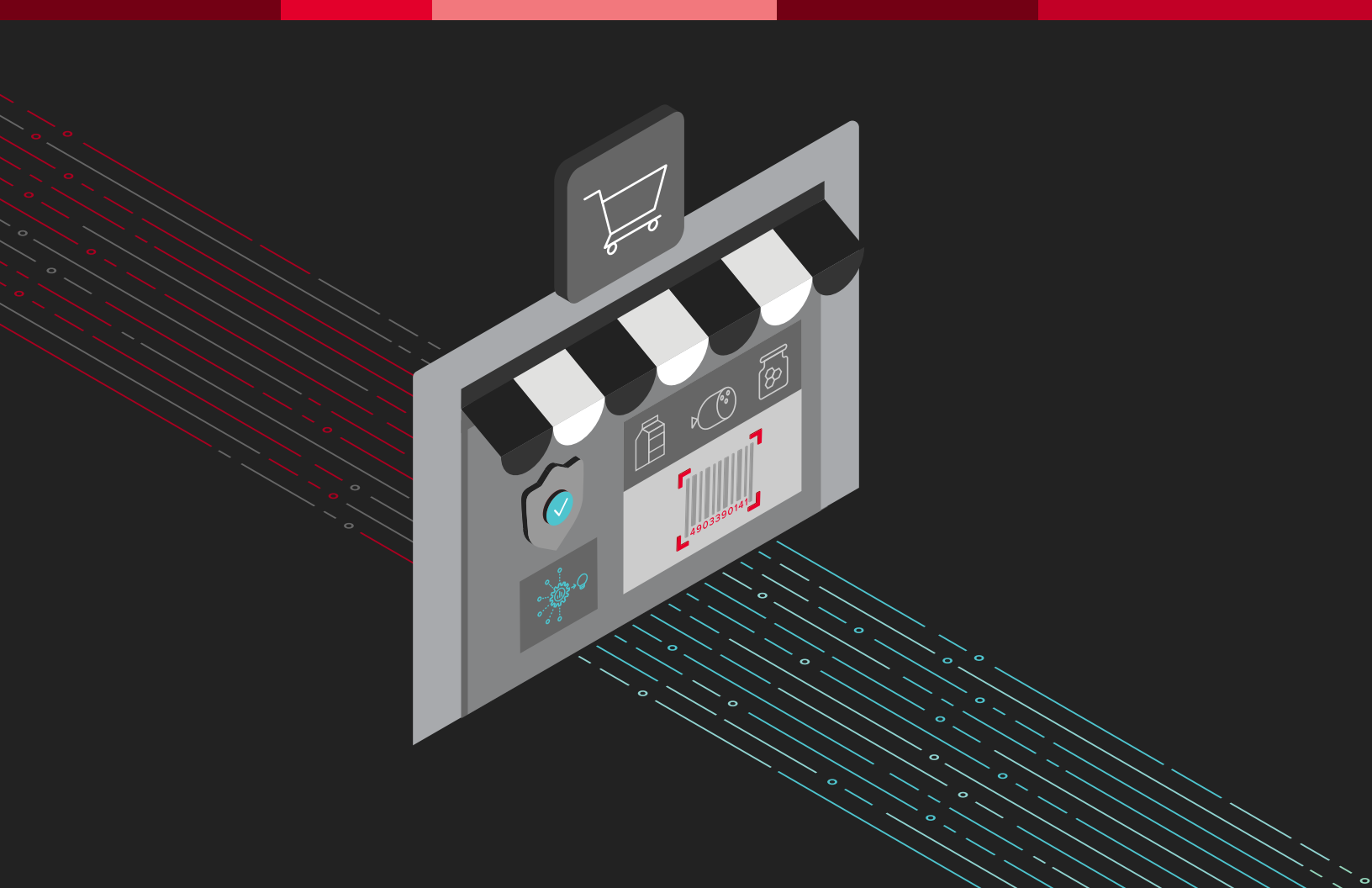




# Supermarket Chain Identifies Over 40K Fraud Actors



HOW A NATIONAL  
SUPERMARKET CHAIN IS  
BENEFITING FROM F5  
DISTRIBUTED CLOUD  
ACCOUNT PROTECTION

**Reliably detecting and  
eliminating fraud is driving:**

1. Detection of significant additional fraud
2. Low false positive rates (FPR)
3. Decreased fraud losses
4. Increased profits

**The Customer: a national supermarket chain in North America.** A well-known supermarket chain—with annual revenue in excess of \$48 billion—was looking to cut losses incurred due to fraud in order to increase profit.

## **The Opportunity: Saving the Chain Money by Cutting Fraud Losses**

**It is an unfortunate reality for retailers, including supermarket chains, that fraud losses are considered a cost of doing business. While it is nearly impossible to completely eliminate all fraud, increased detection of fraud can result in big savings.**

**Undetected fraud = mounting losses.** Like many retailers, this supermarket chain's fraud losses were mounting. Fraud losses are estimated to be 2%–5% of revenue annually and rising. Globally, this number amounts to \$3 trillion in losses each year.

Per the Experian Global Identity and Fraud Report:

- Mobile account takeover (ATO) has doubled over the last four years
- Retirement account fraud has increased 180% in the last year
- Global credit card account fraud amounts to \$27.8 billion annually

The cost due to fraud losses is a considerable one, and it is one that ultimately gets passed on to the customer.

**Reliably detecting and eliminating additional fraud.** F5 proposed to this supermarket chain that they could reliably detect and eliminate significant additional fraud without adversely affecting business operations. F5 offers a solution called Distributed Cloud Account Protection that leverages the power of artificial intelligence and F5's network insights to safely and accurately identify fraudulent transactions, so that companies can eliminate the losses due to these fraudulent transactions. F5® Distributed Cloud Account Protection offered this supermarket chain the ability to identify additional fraud without impacting its business operations. This resulted in a significant decrease in losses.

## The Investigation

During a proof of concept phase, F5 partnered with this national supermarket chain to deploy F5 Distributed Cloud Account Protection.

The proof of concept immediately showed significant value for the customer with a low False Positive Rate (FPR):

1. Detected nearly 35k malicious loyalty program users
2. Detected over 3,500 account takeovers (ATOs)
3. Detected over 3,000 email account takeovers (ATOs)

### WHY F5 DISTRIBUTED CLOUD SERVICES?

F5 is a trusted leader in providing application security. The same AI-powered precision F5 Distributed Cloud Services offer to accurately detect attack traffic in real-time to secure applications can now be offered to reliably detect and eliminate online fraud.

## The Solution

After completing the proof of concept, the data pointed to the following conclusions:

**Distributed Cloud Account Protection reliably detects and eliminates significant additional fraud.** For this supermarket chain, Distributed Cloud Account Protection detected and eliminated a significant amount of additional fraud with an extremely low false positive rate when compared with their legacy solution.

**Distributed Cloud Account Protection leads to decreased fraud losses.** The supermarket chain's annual fraud losses, primarily from loyalty program abuse and account takeover (ATO), will be cut significantly now that Distributed Cloud Account Protection is deployed.

**Distributed Cloud Account Protection does not adversely impact business operations.** Distributed Cloud Account Protection yielded marked, tangible results without negatively impacting the business environment.

With these proof-of-concept (POC) results, this supermarket chain quickly moved from POC into production, and is now enjoying the benefits of improved fraud detection and reduced fraud loss with no detrimental impact to business operations.

## Reliably Detecting Fraud without Adversely Impacting Business Operations

**Distributed Cloud Account Protection gives fraud teams a new and powerful solution to detect and eliminate online fraud.**

- Distributed Cloud Account Protection's unique telemetry is focused on understanding intent. Distributed Cloud Account Protection can connect context across different browsers and devices used by the same user, as well as observations from across the entire F5 network.

- Distributed Cloud Account Protection feeds this data and enterprise fraud files into an AI engine that determines a single, high-fidelity, real-time outcome.
- Distributed Cloud Account Protection delivers fraud reductions immediately and continues to drive fraud down more and more each month as the AI engine consumes more data.

**To learn more, contact your F5 representative, or visit [f5.com](https://f5.com).**

