First Data and ReD Partner to Fight Card-Not-Present Fraud in Mexico

LONDON--(BUSINESS WIRE)-- ReD, an ACI Worldwide (NASDAQ: ACIW) company, has announced a strategic partnership with First Data Mexico to offer enhanced fraud prevention services in support of the fast growing ecommerce market in Latin America.

Through this partnership, First Data will introduce the market leading, real-time fraud prevention service, Red Shield®, to its existing and prospective merchant customer base in the region, focused initially on Mexico.

Based on an advanced multi-dimensional fraud detection engine, tailored to individual customer requirements and supported by a team of expert risk analysts, ReD Shield is designed to detect and eliminate card-not-present fraud in multiple sectors, across multiple payment types and across international boundaries. The solution combines rules and analytics, a global fraud database, fully automated processes and an intuitive customer interface to enable merchants to maximize the acceptance of good business, drive down false positives and reduce manual reviews.

Flor Bicain, ReD Customer and Partner Director for Latin America, commented: "Mexico is a high growth ecommerce market which, unfortunately, is also experiencing high levels of fraud. The combination of these fraud levels, heightened consumer awareness and the implementation of EMV for in-store transactions in Mexico is driving ecommerce merchants to seek enhanced fraud prevention solutions to protect themselves and their customers. ReD Shield offers a robust, efficient and highly effective solution that can address this need and provide real value to merchants."

Santiago Ranal, Head of ScotiaPOS Merchant Services at First Data Mexico, added: "We are committed to providing best-in-class solutions that support our merchants' business objectives. ReD Shield is a highly sophisticated solution that caters to the demands of emerging markets and will offer enhanced protection for our merchant clients in Mexico as they look to take advantage of domestic and cross-border growth opportunities."

Andreas Suma, General Manager of Latin America, ACI Worldwide, commented: "ACI has a long and successful history of fraud prevention in Latin America, with innovative solutions at financial service providers and in the traditional 'on-premise' deployment. The First Data Mexico partnership serves the growing demand for hosted solutions - an area of rapid increase - as well as direct demand from merchants for fraud and payments innovation. ACI's recent acquisition of ReD will certainly enable faster adoption across the region."

About ReD

ReD - an ACI Worldwide company - is a world leader in fraud prevention services. Its solutions are present at every stage of the payments value chain, supporting merchants, PSPs, issuers and acquirers, processors and switch networks in the fight against fraud. ReD is different. Flexible and independent of any card scheme, ReD protects billions of transactions across multiple channels and payment types. The company's proprietary technology is underpinned by world class fraud and risk analysts and pooled data from more than 190 countries. Each customer receives a tailored, responsive and highly effective solution with day-to-day support from a dedicated, expert analyst. ReD serves customers from multiple sectors and across six continents from offices in Australia, China, Dubai, South Africa, the United Kingdom and the United States, and through partners around the globe. For more information, visit www.redworldwide.com

ACI Worldwide
Dan Ring, 781-370-3600
dan.ring@aciworldwide.com

Source: ACI Worldwide

News Provided by Acquire Media