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Online fraud has  
always been a  
problem  
info4security

## **Symantec Debuts Online Fraud Protection**

*New Symantec solution supposed to help both businesses and customers*

Symantec has just launched Online Fraud Protection, a special solution which includes numerous security technologies supposed to protect both businesses and their customers. Using the newly-released program, consumers can remain protected against phishing scams, malware threats, pharming attacks and many other threats. "Fraud attacks are becoming more sophisticated and are increasingly targeting businesses and customers with devastating effects," said Rob Enderle, president and principal analyst, Enderle Group. "Organizations generally lack an effective comprehensive approach to mitigating online fraud. In addition, the damage that results from fraud now goes beyond just financial damage to impacting the global brand. This combination should make reducing the related risks a primary business objective." Here are the most important solutions included in Symantec's Online Fraud Protection: Phishing Monitoring; Transaction Monitoring; Online Fraud Incident Response and Countermeasures; Malware Intelligence and Analysis; Consumer Education and Protection; Expert Resident. Such a security solution can prove to be extremely useful in a world in which the number of attacks, scams and other threats is continuously growing up on a daily basis. However, the main problem is not only the growing number of scams, but also the way they evolve because attackers develop new techniques which could help them in their malicious activities. For instance, the latest Symantec Internet Security Threat Report revealed that 80 percent of the phishing brands were involved in the financial industry, including here banks and similar companies. "As online fraud continues to increase, Symantec is arming its customers with tools to protect against the brand erosion that can result from an attack. With Symantec's superior malware intelligence and analysis, monitoring and incident response services, customers can quickly respond to online fraud attacks, leverage expert command and control during incidents, and shift their approach to online fraud from reactive to proactive," said Ted Donat, director of product management, Symantec Consulting Services.