Fraud Management Overview

Mission:
Ensure that Intuit proactively anticipates, quickly detects and effectively responds to current and evolving threats designed to commit online fraud against Intuit and our customers.

Fraud against Intuit: Fraud resulting in financial loss directly to Intuit

Fraud against our customers: Fraud resulting in financial loss to our customers potentially creating a liability or causing reputational harm to Intuit

Intuit does business in Multiple Industries
- Tax (TurboTax and Accounting Professionals)
- Small Business (Quicken, QuickBooks, QuickBase, WebSites)
- Payroll
- Payments
- Banking (formerly DigitalInsight)
- Healthcare
- Aggregation (Mint)
How do we breakdown (layers of defense)

- **Key Layers and levels of Fraud Management**
  - **Cyber Fraud Management (Centralize key functions and Drivers)**
    - Services, Architecture, Policy, Assessments, Strategy
  - **Customer Protection**
    - Products and Services direct to Customers
    - How/What customers need to protect their Browser/PC
  - **Identity Verification and Authentication (Manage the “Front Door”)**
    - Know both the “Public” and “Authenticated” customer
    - Don’t Forget to manage SSO
  - **Transaction Risk Management**
    - in-session anomaly detection (detect for “MIM”, “MIB”)
    - Back-end Transaction ($$ or Data) anomaly detection
    - Fraud Data Warehouse Strategy
      - Across Business Groups,
      - Across Company, (channels, distribution points)
      - Across Industries,
  - **Investigations & Response**
  - **Law Enforcement and Prosecution**
Comprehensive Fraud protection

- Centralized organizational support and specific program focus ensure complete coverage across 8 key components of fraud management.
General Comments

• Fraud is a Business and Product Development Issue:
  – Design of Business Functions must be reviewed for Fraud
  – Early in the SDLC process during Product Ideation
  – QA Testing on – “What could a Fraudster do?”
  – Ensure “Architecture View” and reduce Fraud gaps

• Fraud is evolving too quickly:
  – Must have External Intelligence
  – Engage in U.E. (Underground Economy)
  – What is the value of your customers/company’s data?

• What is the connection with “Internal Fraud” in your company?
  – Data Leakage, Access Controls – traditional I.S. controls
  – See if there is a demand and supply in the U.E.