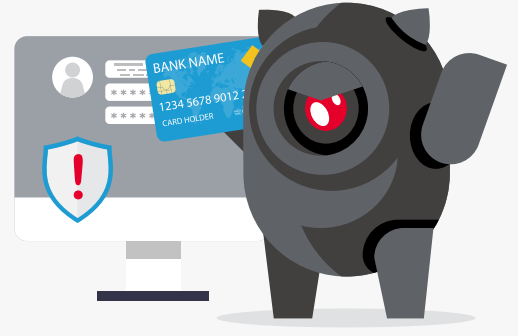




Fight Online Fraud without the **FRUSTRATION**



Online fraud is serious business. In 2021:



U.S. consumers lost \$5.8B to fraud¹ (Up 70% from 2020)



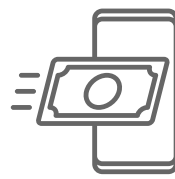
1 in 20 Americans were victims of fraud²

Why is online fraud growing so fast?



Online transactions increased 65% from 2019 to 2021³

More transactions = more opportunities



More consumers use digital payments than ever⁴

Putting payment information at increased risk



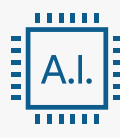
Popularity of Buy Now, Pay Later⁵

Stolen or fictional identities make purchases without payment

Cybersecurity and fraud teams must converge to fight financial crime.



Prevent account takeovers using real-time monitoring and machine learning trained on real-world traffic to uncover fraud.



Mitigate bots and abuse using AI to respond and adapt to changing automated attacks against web and mobile applications.



Stop human-driven fraud by removing unwanted automation and using AI to verify identity and intent without impacting user experience.

Stop online fraud without adding friction for users.



F5's solutions for online fraud prevention bring security and fraud teams—and data—together to stop fraudsters in their tracks. Protect against:

- Credential stuffing attacks
- Manual account takeovers
- Fake accounts
- Bot attacks
- Human emulation
- Rapid retooling



Google Cloud is a flexible, secure cloud provider that offers:

- Hardware built in-house, controlled, and hardened
- Automatic encryption of data at rest and commutations over internet
- Around-the-clock ops team threat detection and incident response
- One of the largest private and highly secure backbones in the world



Together, F5 and Google Cloud can help you defend against bots, authenticate with intelligence to reduce user friction, and protect user accounts. Closed-loop AI trained on verified human data combined with a secure cloud provider means you can reduce fraud without sacrificing the user experience.

Discover F5 solutions in the Google Cloud Marketplace or visit f5.com to learn more.

Source:
 1. FTC, "New Data Shows FTC Received 2.8 Million Fraud Reports from Consumers in 2021," Feb 2022
 2. Javelin, "2022 Identity Fraud Study: The Virtual Battleground," Mar 2022
 3. Feedzai, "The RiskOps Age: Q2 2022 Financial Crime Report," Apr 2022
 4. McKinsey, "New trends in US consumer digital payments," Oct 2021
 5. Experian, "Experian Launches 2022 Future of Fraud Forecast," Jan 2022