Kount® 360

THE fraud and identity ecosystem for revenue growth.

Your top priority is to drive company growth while securing your business from financial threats. But how do you achieve those goals without losing momentum?

You need an all-in-one ecosystem that allows you to manage risk, secure revenue, and protect your customers.

Powered by industry-leading data and real-time AI decisioning, **Kount 360 is the platform that brings together best-in-class solutions** for each stage of the user journey to help drive your business forward.

Protect your customers while driving revenue forward.

kount.com/kount-360

Platform Overview

No matter your need, Kount 360 has all the capabilities to help you achieve your growth targets and deliver enhanced, secure end–to-end customer experiences.

Unified API Schema

Kount 360 uses a unified API schema that simplifies the integration process, reducing technical efforts and overhead. Add newer features easily and avoid managing multiple point solutions separately.
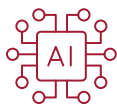
Intuitive Dashboard

The days of scrambling through multiple user interfaces is now over. Kount 360 provides a modern, consistent UI throughout the platform so you can easily monitor activity across all solutions.

Strategy Optimization

Create automated workflows within the platform to reduce technical complexities and manual labor. Because all solutions on Kount 360 share data points, you get the benefit of better outcomes and better visibility.

AI & Machine Learning

Every decision you make can feel like a gamble. But it doesn't have to be that way. Kount 360 is fueled with robust data, AI, and machine learning models, bringing decision accuracy to new heights.

Customizable Policy Engine

We know you need full transparency and control over decisions. With Kount 360, you can customize policies the way you want to and see exactly why a decision was made. You're in the driver's seat. The technology just helps you get there.

Analytics & Reporting

Stop guessing what your customers are thinking and doing. Use real-time analytics to get the facts so you can be strategic about your interactions with customers.

What success for your company can look like with Kount 360

Reduced IT and operational costs

Less complexity at the integration point means less work for your team, less labor costs for you, and quicker time to revenue.

Increased revenue

Better data and risk decisioning helps prevent losses from chargebacks and helps approve more orders, increasing customer conversions.

Fewer risks and setbacks

With all of your data and solutions in one place, you can make adjustments as newer threats arise and continually improve business strategies when you need to.

Streamlined internal processes

Automate multiple processes across your entire tech stack — from risk decisioning to major events.

Data insights to drive new growth

Leverage data and reporting capabilities that consolidate insights from interactions across your user journey to better engage with your best customers.

Complete your risk strategy with 360° coverage

The **key to mitigating risk** effectively is knowing who you are doing business with. And you need solutions for every stage of the user journey to gain that knowledge. Kount 360 offers configurable solutions that communicate with each other so that you have **complete insights** of all business transactions.

New Account Opening

Verify your customers' identities at the first touchpoint with real-time risk evaluations.

Solutions include:

- Risk scores
- Device risk
- Account creation abuse
- Identity proofing
- Synthetic ID
- Instatouch

Account Protection

Secure your users' data and accounts with ongoing AI monitoring to prevent account takeover attacks.

Solutions include:

- Bot protection
- Login abuse
- Account takeover protection
- Account changes

Payment Fraud Prevention

Save revenue and build trust with your customers by securing online payments.

Solutions cover:

- Card testing
- APP fraud
- Unauthorized payments
- Promo abuse

Chargeback Management

Protect and recover revenue by preventing chargebacks and fighting disputes.

Solutions include:

- Prevention alerts
- RDR
- Order validation
- Chargeback recovery

AML Compliance

Ensure adherence to regulatory obligations so you can continue to do business safely.

Solutions include:

- Watchlists & adverse media
- Transaction monitoring
- Regulatory reporting

Actionable Data Insights

Solutions on the Kount 360 platform work together, sharing data and outcomes across the user journey so that you have actionable insights to make data-driven business decisions.

Onboard faster. Decision smarter. Maximize customer satisfaction.

Visit the Kount 360 web page to schedule a call with an expert. kount.com/kount-360