



MEMCYCO
Authenticity goes both ways

Revolutionary proof of source authenticity and real-time brand impersonation detection and protection

With an explosion of fraudulent websites and communications, your customers, partners and employees hear about cyber attacks every day

Cybercrime is on the rise, with attacks becoming ever more frequent and sophisticated. Innocent users who surf the web and communicate online are falling into traps and scams as they have no sufficient way to know if the business they are dealing with is real or fake.

This phenomenon has created negative impacts on users as well as organizations:

- Damages resulting from successful attacks on end-users
 - Compensation costs
 - Customer service costs
 - Recovery costs
- Loss of business and sales
- Loss of brand reputation and negative publicity
- Erosion of end-user trust resulting from “Scam-Fear-Syndrome”

Impact on Revenue

Loss of consumer trust can impact revenue by up to 20% per year ¹

Trust is Priceless

“73% of consumers would reconsider using a company if it failed to keep their data safe. Yet only 51% would switch companies if they were charged a higher price than competitors for a similar product” ²

Stolen Identities

Brand impersonation represents 50% of cybercrime

¹Accenture

²The Deloitte Consumer Review



What Is Proof of Source Authenticity (PoSA™)?

While the market has invested tremendous effort into end-user authentication, the natural next step is a fully comprehensive solution which covers every point of impact between the user and the organization.

Detection & alerting

PoSA provides security teams with full visibility into attacks using fake or unauthorized sites, in realtime, before any damage is caused. This enables organizations to take action immediately while protecting their users from falling into fraudulent traps.

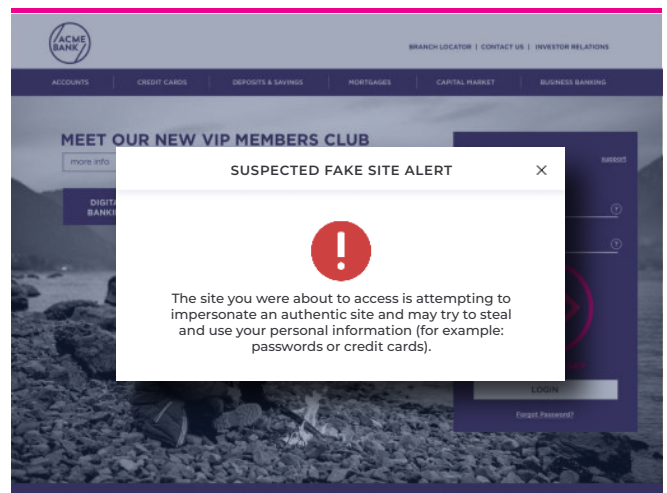
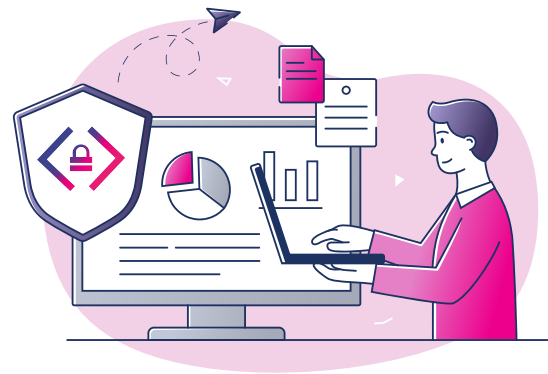
Main Features:

- Real time impostor site attack detection from day zero
- Details of all exposed end users
- Reverse engineering detection
- Impostor profiling
- Unknown workstation / environment detection
- Multiple credential attempt detection
- Password brute force detection
- Low reputation referral detection following fake site visit

Red alerts to end users

PoSA also provides a Red alert to end users when they attempt to navigate to a cloned or spoofed site, in order to prevent them from falling into the attacker's trap

PoSA™ is the world's first solution that provides strong and secure proof of website and communication authenticity. It consists of two parts: An advanced detection, alerting and protection system, and a digital watermark.





MEMCYCO
Authenticity goes both ways



The Digital Watermark

A brand can increase their end-user trust by implementing PoSAT™'s digital watermark. It provides instant Proof of Authenticity to end-users, proving to them that the website they visit and communications they receive are truly genuine. The watermark can also be applied to your authorized partners' websites, helping you tackle unauthorized 3rd parties.

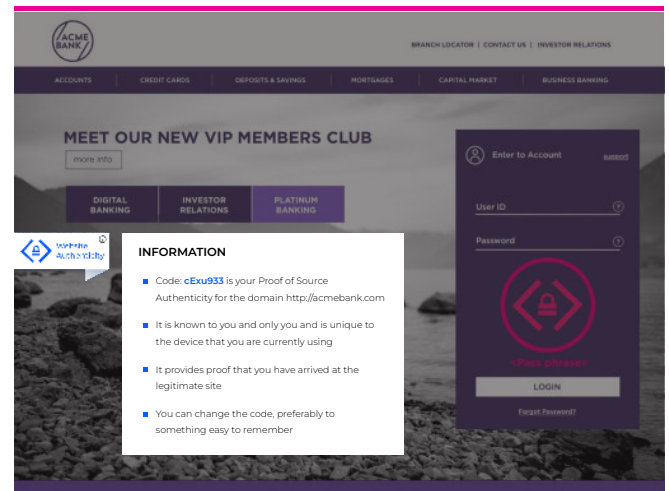
The watermark contains a code and animation that are randomly generated and can be customized at will by the end-user, meaning they are un-forgoable. Crucially, the end-user does not need to register or install anything to see the watermark.

PoSAT™ also respects and protects user privacy. The watermark is generated on device and remains there.



See the real end-user experience of a site supported by PoSAT™

[Click here](#)



Installation & deployment

One line of code installation on website, no user registration or installation required.

Key Benefits

- Know when brand impersonation attacks are planned and executed on your customers
- Protects users from falling into brand impersonation traps
- Real-Time detection before damage is done
- Enables security teams to stop attacks immediately
- Know identities of all attacked users
- Increase trust by implementing positive visual confirmation
- Reduce user education efforts
- Prevent unauthorized affiliates
- Improve online campaign conversions
- Increase sales, reduce costs
- Requires minimal effort to install, deploy and operate