



Disrupt Fraud at Every Stage of the Kill Chain with RealBrand™

Fraud doesn't strike all at once, it moves through a sequence of steps known as the "kill chain." Each step represents an attempt to gain entry or advance further, just like a criminal trying to break into a home. First there's the house itself, then the door, then the key. Every layer offers a new chance for defense.

For financial institutions, the fraud kill chain works the same way. Fraudsters test stolen credentials, probe accounts, and attempt to move or monetize funds. Each stage is both a risk and an opportunity: the earlier you can detect, the faster you can prevent and respond.

That's where RealBrand delivers. Through its three modules, Attributes, Analytics and Actions, RealBrand disrupts fraud at every stage of the kill chain, safeguarding your institution and protecting customer trust.

The Challenge

Fraud in banking doesn't happen in isolation, it follows a sequence of steps where criminals test, move and monetize stolen assets. Every stage in this "kill chain" is an opportunity to intervene. Without the right tools, threats can progress undetected until losses and reputational damage are unavoidable.

The RealBrand Solution



Attributes – Detect Early

At the kill chain's entry points, RealBrand's Attributes module validates identity and digital trust signals, flagging anomalies in phone number history, device activity and account behavior to stop fraud before it starts.



Analytics – See the Patterns

As fraudsters escalate, RealBrand's Analytics module applies advanced modeling to connect data points across transactions, accounts and channels. This visibility surfaces coordinated fraud tactics across various ecosystems.



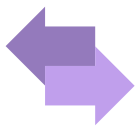
Actions – Authenticate & Act

When threats reach execution stages, RealBrand's Actions module triggers rapid response – automating alerts, streamlining case management and directing intelligence to the right teams to contain and recover quickly.

RealBrand™ empowers financial institutions to detect, prevent and respond to fraud before it impacts your customers or your bottom line.

Why This Matters for Financial Institutions

In an environment where account takeover, mule activity and real-time payment fraud are accelerating, a kill chain approach isn't optional, it's essential. RealBrand™ empowers banks to take control at every stage, breaking the fraud cycle before it breaks customer trust.



**End-to-end coverage
across the fraud kill chain**



**Real-time intelligence across
customer touchpoints**



**Faster, more targeted
responses to stop losses**



**Scalable protection that
grows with your institution**

EXPERT INSIGHT



The kill chain framework illustrates that fraud isn't an isolated event. It's a process with multiple stages, each of which can be disrupted with the right visibility, intelligence, and response.



Trace Fooshee, Strategic Advisor



**Stop fraud in its tracks,
at every stage.**

Contact Somos to see how
RealBrand can strengthen
your defenses today.

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