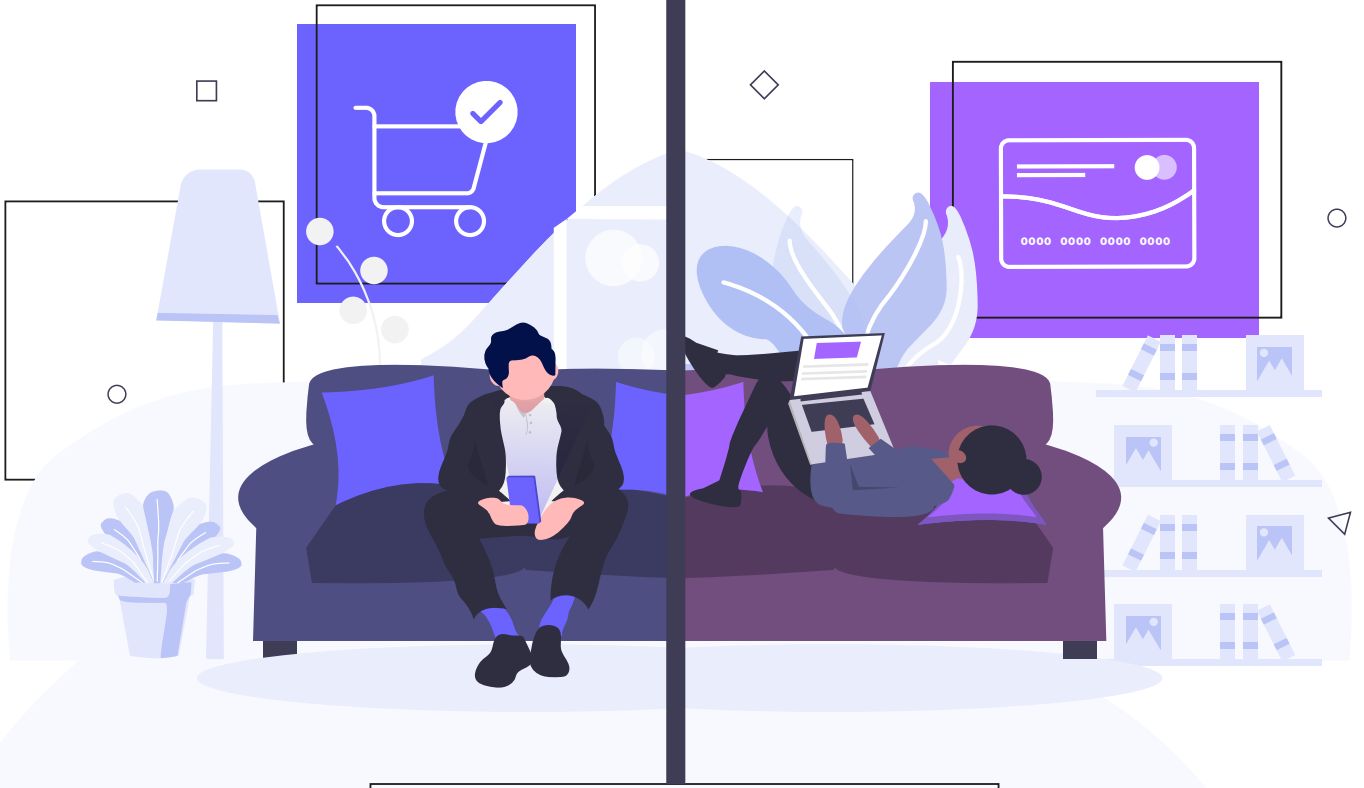
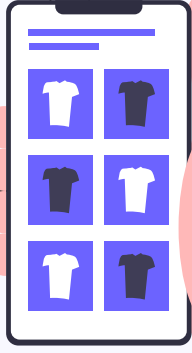


Fraud Protection

Hitachi Solutions + Microsoft Dynamics 365



Consumer spend has shifted toward **E-commerce** and has been **dramatically accelerated by COVID-19**.



As a result, retailers are experiencing a significant increase in attempted **cyber fraud** including **fake product reviews, warranty fraud and account takeovers**.



In 2018, the **cost of fraud for the US and Western Europe** amounted to **\$18.6 billion** which is **2.17%** of revenue generated from E-commerce.

Current fraud solutions are often limited, leaving many retailers **exposed to costly chargebacks** and a **negative customer perception**.

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Hitachi Solutions and **Microsoft** equip retailers with the tools to **protect themselves**.

SAFE CHECKOUT



Unlike some other tools, Microsoft Dynamics 365 Fraud Protection offers a more **holistic way to reduce fraud**.

It uses **adaptive artificial intelligence** to improve **fraud detection accuracy** that dynamically adjusts to shifting threats.



The result: With Microsoft 365 Fraud Protection our customers enjoy a smooth and seamless shopping experience and you protect your brand and your profits.

Speak to the Hitachi Solutions Retail team today for more information.

Contact us

