



## **Two Unique Methods to Fighting Fraud are Found**

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**By Fraud News**

[http://www.ecommerce-journal.com/news/11237\\_two\\_unique\\_methods\\_to\\_fighting\\_fraud\\_are\\_found](http://www.ecommerce-journal.com/news/11237_two_unique_methods_to_fighting_fraud_are_found)

Strategic partnership of 41st Parameter and Ethoca builds strong platform to fight against fraud. 41st Parameter is known as leading provider in fraud intervention that helps to protect brands and customers, reduces fraud losses, etc. And Ethoca makes e-commerce safer; it is the leader in collaborative fraud management.

So this partnership suggests two unique methods to fight fraud: FraudNet from 41st Parameter uses the pending transaction information to detect and prevent fraud and Global Fraud-Fighting Community from Ethoca focuses on transactional history information provided by e-commerce vendors. Both methods are aimed to cause further success in the process of fighting against fraud.

According to Bob Lewis, CEO of 41st Parameter Ethoca's opportunities will offer the customers better fraud prevention. Also the 41st Parameter's preference of team work is a step in the right direction toward global fight against online fraud.

The successful cooperation of FraudNet and Global Fraud-Fighting Community has already taken place. For example, 2Checkout.com (2CO), provider of turnkey e-commerce solutions and payment processing for 30, 000 businesses around the world is a user of both those services.

As Kristen Dach, CFO of 2Checkout.com comments that Ethoca provides a unique repository of merchant experience data that helps to improve the overall customer experience for both the merchant and the consumer.