

# REVOLUTIONIZING PAYMENT PROCESSING: VISA'S AI-POWERED SOLUTIONS

## VISA'S MERCHANT RISK INTELLIGENCE SUITE

Visa's Merchant Risk Intelligence Suite (VMRI) employs advanced analytics to analyze transaction data, identify strengths and weaknesses in fraud prevention measures, and provide valuable metrics for merchants.



## DRIVING TRANSACTIONS WITH RISK INTELLIGENCE TOOLS

Visa's Advanced Authorization (VAA) system monitors card-not-present transactions globally, identifying potential attacks and assisting issuers in declining suspicious transactions.



## MITIGATING E-SKIMMING

As electronic skimming becomes a growing threat, Visa introduces its eCommerce Threat Disruption (eTD) service to protect businesses from malware attack, preventing potential losses and saving businesses millions of dollars.



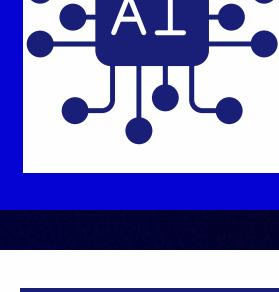
## CASE STUDY: TRANSFORMING MERCHANT PERFORMANCE

The merchant initially faced high fraud rates but identified weaknesses in authentication and representation practices through VMRI. With targeted improvements and intensified authentication, the merchant witnessed a significant turnaround in its performance.



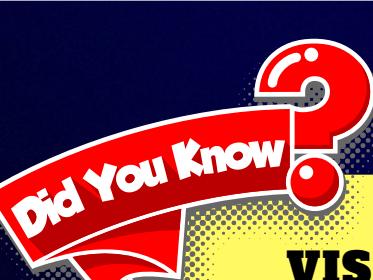
## THE POWER OF AI IN FRAUD PREVENTION

AI-powered algorithms continuously learn and adapt to emerging fraud patterns, ensuring merchants stay protected from evolving threats.



## VISA'S PROACTIVE APPROACH WITH ETD

Visa's eTD system goes beyond just identifying compromises; it actively assists businesses in removing malware, limiting potential downtime and financial losses.



**VISA, COLLABORATING WITH OVER 8,000 FINANCIAL INSTITUTIONS GLOBALLY, ADDRESSES FRAUD PREVENTION THROUGH ITS MERCHANT RISK INTELLIGENCE SUITE.**