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preCharge Announces Credit Card Fraud Prevention System

By Alex Corral

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NEW YORK, NY – July 27, 2004 /Send2Press Newswire/ -- PreCharge Risk Management Solutions (www.preCharge.com), a division of Supremacy Financial, today announced the launch of a comprehensive, cost-effective fraud prevention system allowing small online businesses to prevent charge-backs on card-not-present purchases. The preCharge system provides the most up-to-date and advanced scoring system online today, meeting the needs of all businesses from today's small Internet business to the most advanced e-commerce sites.

"The unfortunate onslaught of credit card fraud has continued to drive new businesses into the ground and existing businesses away from the incredible sales medium that the Internet once was," says Alex Corral, Director of Technology at preCharge Risk Management Solutions.

"While the industry has made one attempt after another to provide solutions, they have either become ineffective or too expensive. preCharge is affordable and easy to use, and combined with our ability to adapt to the ever-changing market place, we believe that preCharge will become the Internet standard in the fight against the continued attack on Internet e-commerce."

The preCharge system was designed for all users, from the novice Webmaster to the skilled software engineer. PreCharge features include:

Credit Card Validation

High risk bin checks, charge-back history, repeat ordering, and over 20 credit card checks are included

Free e-mail database checks, advanced e-mail checking, MX record, SMTP checking, open proxies, known spammers and over 50 user-related checks are included

Advanced Geo Targeting

Zip code and telephone number validation

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Four easy-to-implement options for a more advanced application protocol interface for remote application integration

Patent Pending Scoring Methodology: The preCharge fraud-scoring system is based on over 100 checks and cross-checks using the most up-to-date and audited series of databases online today

All merchants receive toll-free, 24/7 technical support every day of the year. In addition, preCharge merchants receive access to the most comprehensive knowledge base in the industry today, with hundreds of questions updated daily

Competitive Pricing

For only \$19.95 plus \$0.05 a transaction over 500 transactions a month, online merchants receive full access to the preCharge system. There is no setup fee, statement fee, or software fee. The preCharge system is all-inclusive and backed by a 100% money-back guarantee.

"The preCharge team has sought to aggressively fight what was once a losing battle against online credit card fraud," says Alex Corral. "While several solutions have come and unfortunately gone, preCharge has created a solution that is both cost-effective and worthwhile to businesses in a way that has never been attempted before."

For more information please visit: <http://www.preCharge.com>

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Ten Ways to Foil Credit Card Fraudsters

By Heather Reimer

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In the last twelve months, credit card fraud against online companies has exploded as more and more thieves figure out how easy it is. To make matters worse, online and phone orders are not automatically insured against fraud – you are 100% liable for all your losses.

So here are some easy ways to protect your e-business from credit card fraudsters:

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1. Reject orders sent from free web-based email accounts like Yahoo or Hotmail. Antifraud.com says nearly all fraudulent orders come from free accounts.
2. Most real businesses have e-mail addresses that include their website's domain name. Go to their site and see if it looks legit.
3. If the billing address is different from the shipping address, this should raise a red flag, especially if they are in different states or countries.
4. Another high-risk transaction is two or more orders from the same credit card.
5. When in doubt, phone the number listed on the order.
6. US banks have an Address Verification System (AVS) that merchants can use to ensure the billing address the purchaser has given matches the one in the AVS system.
7. If you use an online order processor, make sure it has thorough fraud prevention measures.
8. Put a message on your site warning crooks you have anti-fraud protection in place.
9. Create a blacklist of bad credit card numbers so you won't get ripped off twice by the same thief.
10. If you want an extra sense of security, insurance coverage is now available against this type of fraud. One

reputable site that offers it is <http://www.iib.com.au/>

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