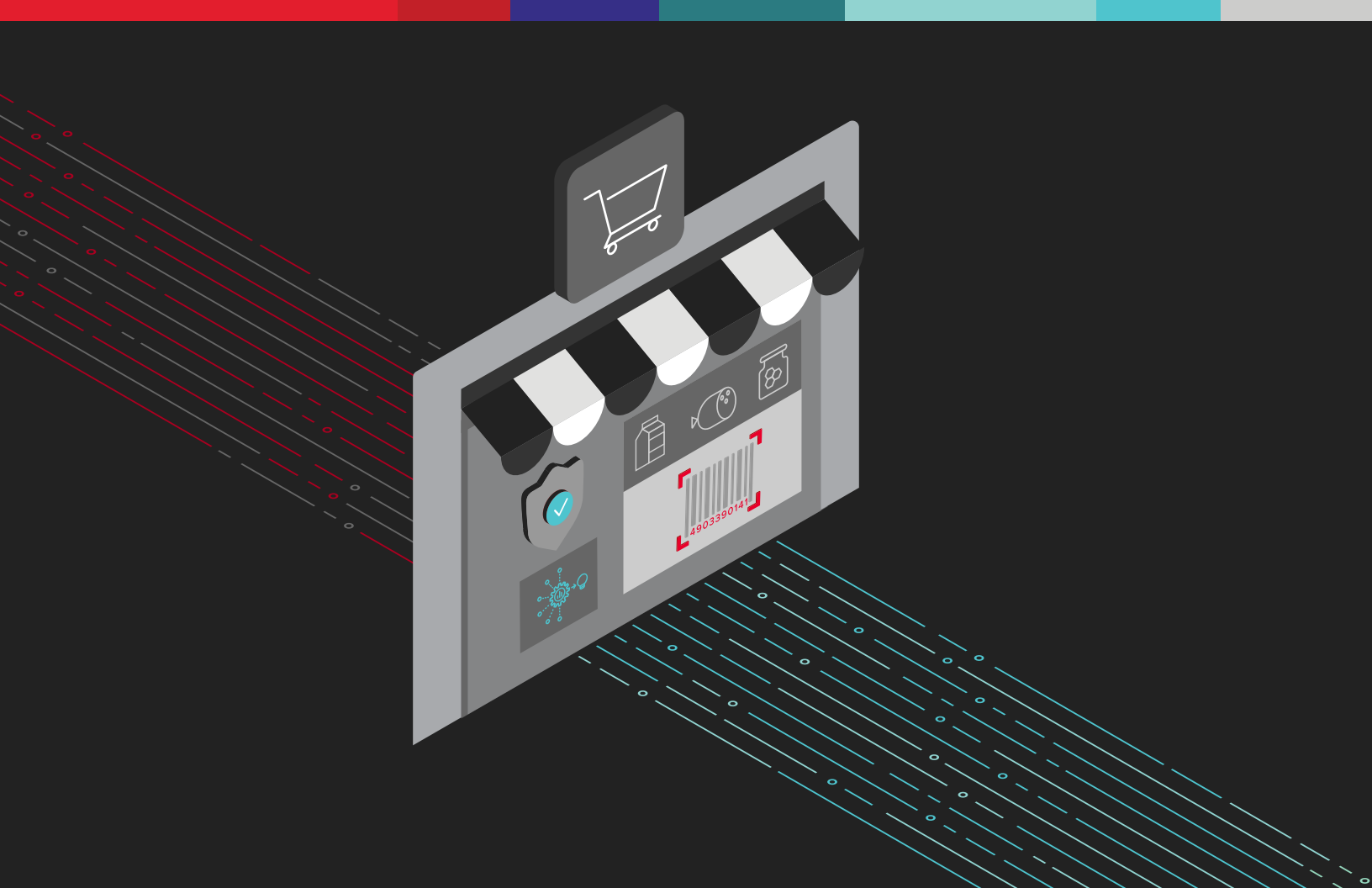




# Supermarket Chain Identifies Over 40k Fraud Actors



## HOW A NATIONAL SUPERMARKET CHAIN IS BENEFITING FROM F5'S SAFE

Reliably detecting and eliminating fraud is driving:

1. Detection of significant additional fraud
2. Low false positive rates (FPR)
3. Decreased fraud losses
4. Increased profits

**The Customer: a national supermarket chain in North America.** A well-known supermarket chain—with annual revenue in excess of \$48 billion—was looking to cut losses incurred due to fraud in order to increase profit.

## The Opportunity: Saving the Chain Money by Cutting Fraud Losses

**It is an unfortunate reality for retailers, including supermarket chains, that fraud losses are considered a cost of doing business. While it is nearly impossible to completely eliminate all fraud, increased detection of fraud can result in big savings.**

**Undetected fraud = mounting losses.** Like many retailers, this supermarket chain's fraud losses were mounting. Fraud losses are estimated to be 2%-5% of revenue annually and rising. Globally, this number amounts to \$3 trillion in losses each year.

Per the Experian Global Identity and Fraud Report:

- Mobile Account Takeover (ATO) has doubled over the last four years
- Retirement account fraud has increased 180% in the last year
- Global credit card account fraud amounts to \$27.8 billion annually

The cost due to fraud losses is a considerable one, and it is one that ultimately gets passed on to the customer.

**Reliably detecting and eliminating additional fraud.** F5 proposed to this supermarket chain that they could reliably detect and eliminate significant additional fraud without adversely affecting business operations. F5 offers a solution called Shape AI Fraud Engine (SAFE) that leverages the power of artificial intelligence and F5's network insights to safely and accurately identify fraudulent transactions, so that companies can eliminate the losses due to these fraudulent transactions. With SAFE, F5 offered this supermarket chain the ability to identify additional fraud without impacting its business operations. This resulted in a significant decrease in losses.

## The Investigation

During a proof of concept phase, F5 partnered with this national supermarket chain to deploy F5's Shape AI Fraud Engine (SAFE).

The proof of concept immediately showed significant value for the customer with a low False Positive Rate (FPR):

1. Detected nearly 35k malicious loyalty program users
2. Detected over 3,500 account takeovers (ATOs)
3. Detected over 3,000 email account takeovers (ATOs)

### WHY F5 SHAPE?

F5 Shape is a trusted leader in providing application security. The same AI-powered precision F5 Shape offers to accurately detect attack traffic in real-time to secure applications can now be offered to reliably detect and eliminate online fraud.

## The Solution

After completing the proof of concept, the data pointed to the following conclusions:

**SAFE reliably detects and eliminates significant additional fraud.** For this supermarket chain, SAFE detected and eliminated a significant amount of additional fraud with an extremely low false positive rate when compared with their legacy solution.

**SAFE leads to decreased fraud losses.** The supermarket chain's annual fraud losses, primarily from loyalty program abuse and account takeover (ATO), will be cut significantly now that SAFE is deployed.

**SAFE does not adversely impact business operations.** SAFE yielded marked, tangible results without negatively impacting the business environment.

With these POC results, this supermarket chain quickly moved from POC into production, and is now enjoying the benefits of improved fraud detection and reduced fraud loss with no detrimental impact to business operations.

## Reliably Detecting Fraud without Adversely Impacting Business Operations

Shape AI Fraud Engine (SAFE) gives fraud teams a new and powerful solution to detect and eliminate online fraud.

- SAFE's unique telemetry is focused on understanding intent. SAFE can connect context across different browsers and devices used by the same user, as well as observations from across F5 Shape's entire network.

- SAFE feeds this data and enterprise fraud files into an AI engine that determines a single, high-fidelity, real-time outcome.
- SAFE delivers fraud reductions immediately and continues to drive fraud down more and more each month as the AI engine consumes more data.

**To learn more, contact your Shape Security or F5 representative,  
or visit [f5.com](https://f5.com).**

