IATA

IATA | Perseuss

Fraud prevention ▪ Shared database ▪ Cooperation within the travel industry ▪ Users community ▪ Significant savings ▪ Members in sole control ▪ Seamless implementation

The global and cost effective solution to rapidly isolate suspect transactions and protect your revenues.

In partnership with

Perseuss

IATA adapts to the evolution of fraud

Perseuss was founded in 2008 by a small group of airlines, and soon after partnered with IATA to become the industry best practice for data-sharing: IATA Perseuss. Today the community counts more than 100 participants worldwide including airlines, travel agents and rail companies.

IATA Perseuss benefits

- **Technical** — IATA Perseuss allows members to check suspect transactions against a community database holding records from around the world.

- **Strategic** — IATA Perseuss helps members to easily identify crime trends by analyzing data shared at regional and global levels.

- **Safety** — Fraudsters usually target the 'weakest link,' or those companies that are working in isolation. IATA Perseuss members are part of a strong community.

- **Commercial** — As member of the IATA Perseuss community, you speak with a louder voice on security and policing matters.

- **Financial** — Joining IATA Perseuss brings a decrease of chargebacks and banking costs and an increased confidence of transporting honest, paying customers.

- **Knowledge** — Leverage best practices and gain access to industry contacts around the world.

IATA Perseuss functions and features

A secure community platform where travel companies can share information about fraud cases they have encountered. Among the most important functions and features are:

- Manual check, excel-based check and/ or real-time API interface check for best efficiency.

- Supplementary tools (adding to the negative database) such as e-mail age and IP verification, reporting and messaging.

- User-friendly interface.

- Easy membership registration.

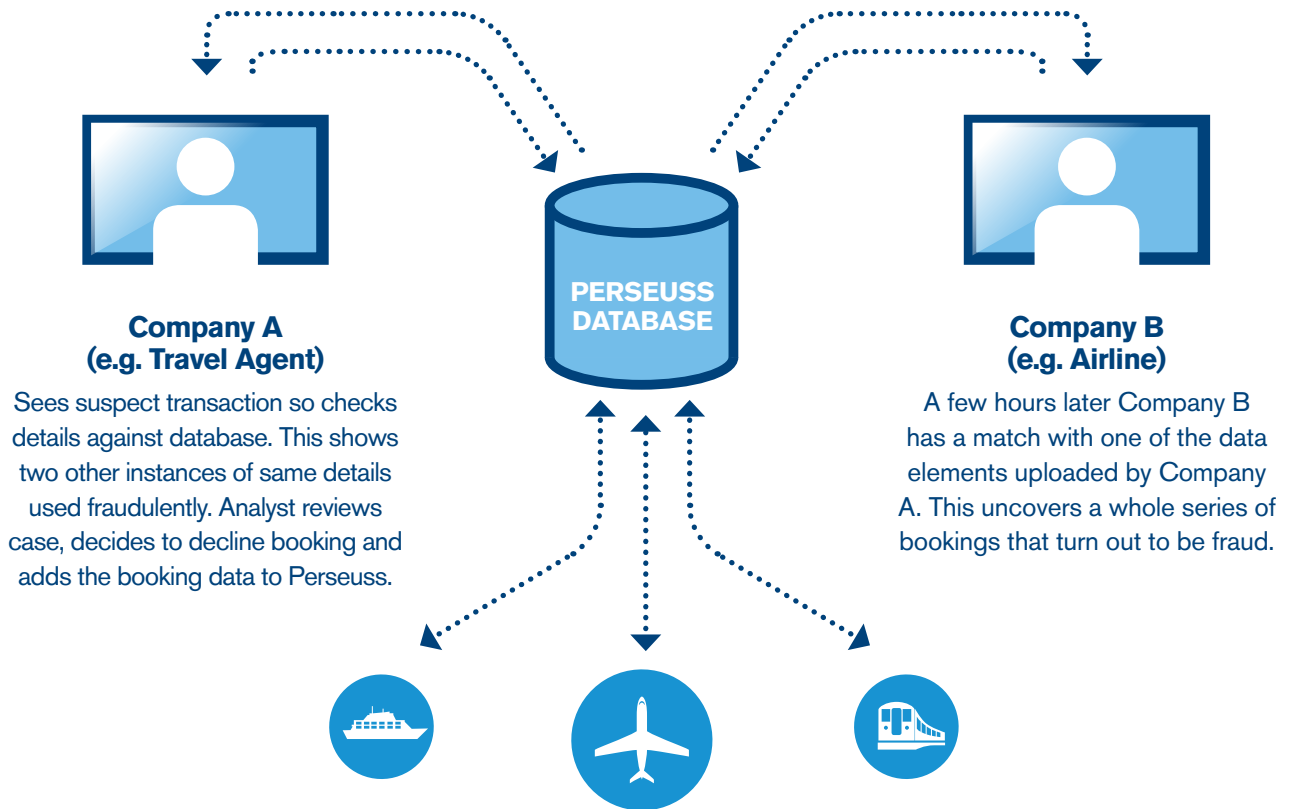- Lack of software implementation.

IATA Perseuss data privacy

- Members retain full data ownership and are in sole control of deciding which data to share.

- The data is stored regionally.

- Secured sharing platform.

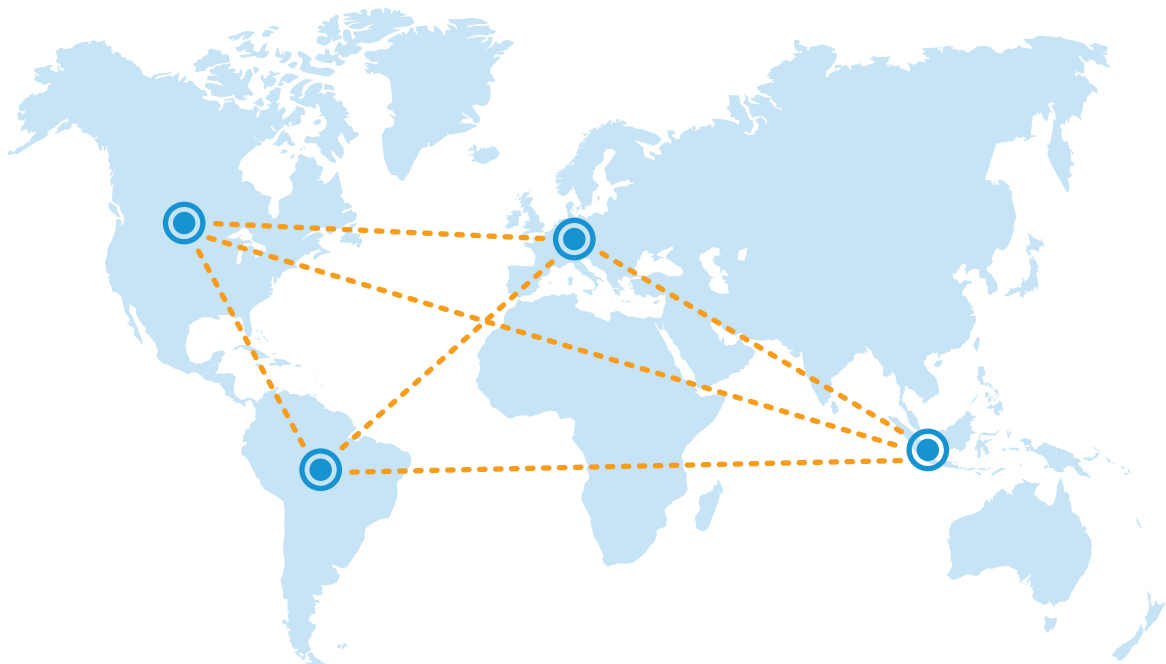- All data is encoded for maximum security.

How Perseuss members use the system in everyday operations

Company A
(e.g. Travel Agent)

Sees suspect transaction so checks details against database. This shows two other instances of same details used fraudulently. Analyst reviews case, decides to decline booking and adds the booking data to Perseuss.

PERSEUSS DATABASE

Company B
(e.g. Airline)

A few hours later Company B has a match with one of the data elements uploaded by Company A. This uncovers a whole series of bookings that turn out to be fraud.

Travel companies upload fraudulent bookings data

Current members share their experience

"Lufthansa has built its own card processing and anti-fraud system in-house. But we gladly link in to Perseuss which gives us another layer of checking, another point of reference about potential fraudsters. Now even our call centre has access to Perseuss."

Max Mierscheid
Lufthansa

Lufthansa

"Unfortunately there are still some airlines that don't realise just how much fraud is costing them, beyond what they see as chargebacks. Perseuss is an important tool in the BA fraud prevention toolbox, not just from the data perspective but from the intelligence and support the Perseuss community provides. Without Perseuss to help your airline fight fraud, you are missing a vital piece of the decision making jigsaw."

Andrew Warman
British Airways

BRITISH AIRWAYS

"Perseuss multiplies the effectiveness of Finnair's fraud screening by 3 or 4 times. Instead of only screening against our own fraud list we now have the benefit of all the other airlines' fraud lists in the database. It helps us to identify fraud patterns in our region so we can zero in and monitor bookings in that pattern more effectively. And if we take action against a fraudster the police will be more likely to step in if we can show that other airlines have been affected too."

Meta Backman
Finnair

FINNAIR

"Tripsta (travelplanet24) is an online travel agent (OTA) which operates in 16 countries and turns over €220 million. As we grew our business across Eastern Europe from 2010 onwards, card fraud hit us badly, driving up losses to unsustainable levels.

To counteract this fraud we integrated several external systems of which Perseuss is among the most important. Perseuss has helped us reduce our fraud rate from 0.6% of turnover to 0.07% whilst cutting our manual review rate from 25% to 9% and our order rejection rate from 3% to 1%. Perseuss is a vital part of our fraud defences and we wouldn't be without it."

Philipp Brinkmann
Tripsta

tripsta

Contact us for further information: cardservices@iata.org
or visit us online at www.iata.org/perseuss

100+
MEMBERS IN 2016

35%
AVERAGE MATCH RATE

8 MILLION
DATA ELEMENTS SHARED ALREADY