MEMCYCO

A REVOLUTIONARY PROOF OF SOURCE AUTHENTICITY AND REAL-TIME IMPOSTOR DETECTOR FOR WEBSITES, EMAILS AND TEXT MESSAGES

With an explosion of fraudulent websites and communications, your customers, partners and employees hear about cyber attacks every day

Cybercrime is on the rise, with attacks becoming ever more frequent and sophisticated. Innocent users who surf the web and communicate online are falling into traps and scams as they have no sufficient way to know if the business they are dealing with is real or fake.

This phenomenon has created negative impacts on users as well as organizations:

🔒 Damages resulting from successful attacks on end-users

- Compensation costs

- Customer service costs

- Recovery costs

🔒 Loss of business and sales

🔒 Loss of brand reputation and negative publicity

🔒 Erosion of end-user trust resulting from "Scam-Fear-Syndrome"

Impact on Revenue
Loss of consumer trust can impact revenue by up to 20% per year [1]

Trust is Priceless
"73% of consumers would reconsider using a company if it failed to keep their data safe. Yet only 51% would switch companies if they were charged a higher price than competitors for a similar product" [2]

Stolen Identities
Brand impersonation represents 50% of cybercrime, 2 billion in USA [3]

[1] Accenture
[2] The Deloitte Consumer Review
[3] FBI 2020 Annual Report

What Is Proof of Source Authenticity (PoSA™)?

While the market has invested tremendous effort into end-user authentication, the natural next step for the industry is a fully comprehensive solution which covers every point of impact between the user and the organization.

PoSA™ is the world's first solution that provides strong and secure proof of website and communication authenticity. It consists of two parts: An advanced detection and alerts system, and a digital watermark.

Detection & Alert System

PoSA provides security teams with full visibility into potential attacks using fake or unauthorized sites, in real-time, before any damage is caused. This enables organizations to take action immediately while protecting their users from falling into fraudulent traps.

Main Features:

🔒 Real Time Impostor Site Detection

🔒 Impostor Profiling

🔒 Unknown Workstation / Environment Detection

🔒 Multiple Credential Attempt Detection

🔒 Password Brute Force Detection

🔒 Reverse Engineering Detection

🔒 DDOS Early Signal Detection

🔒 User Topology Mapping

🔒 Red Alert to End-Users on Impostor Site Attack
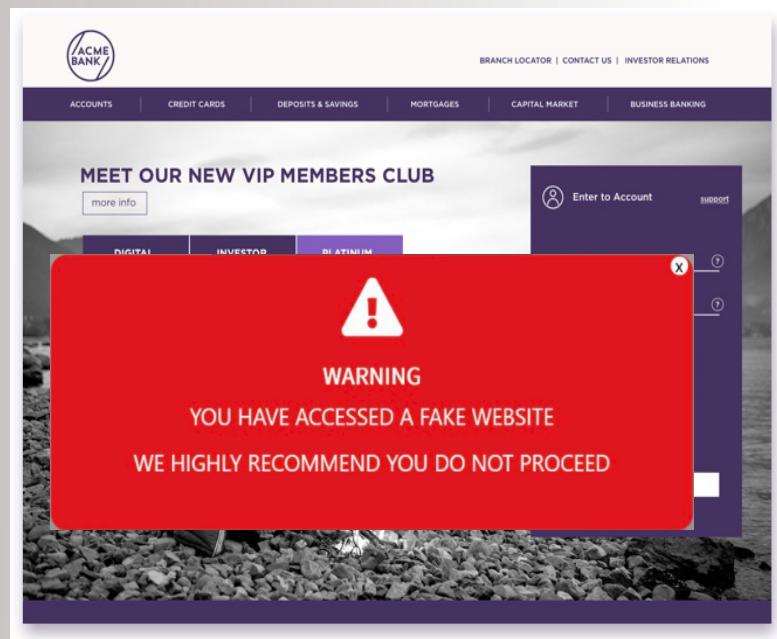
See the real end-user experience of a site supported by PoSA™

[Click Here](#) to see a fake site with PoSA™ Red Alert

One line of code installation on website, no user registration or installation required.

The Digital Watermark

A brand can increase their end-user trust by implementing PoSA™'s digital watermark. It provides instant Proof of Authenticity to end-users, proving to them that the website they visit and communications they receive are truly genuine. The watermark can also be applied to your authorized partners' websites, helping you tackle unauthorized 3rd parties.
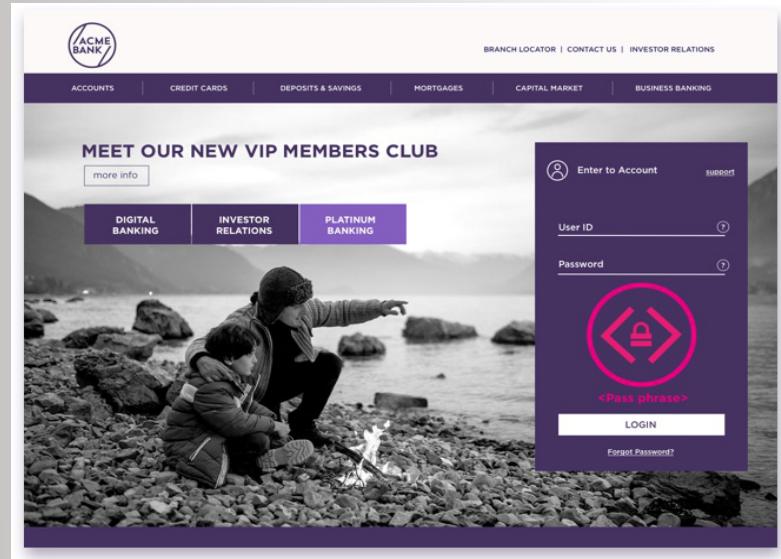
The watermark contains a code and animation that are randomly generated and can be customized at will by the end-user, meaning they are un-forgeable. Crucially, **the end-user does not need to register or install anything** to see the watermark.

PoSA™ also respects and protects user privacy. The watermark is generated on device and remains there.

See the real end-user experience of a site supported by PoSA™

[Click Here](#) to see the real site with PoSA™ Watermark

Key Benefits

- Protects Users From Falling Into Scamming Traps
- Real-Time Detections Before Damage Is Done
- No False Positives
- Enables Security Teams to Stop Attacks Immediately
- Know Identities of All Attacked Users
- Full Visibility of Impostor Sites

- Increase Trust By Positive Visual Confirmation of Authenticity
- Reduce User Education Efforts
- Prevent Unauthorized Affiliates
- Improves Online Campaign Conversions
- Requires Minimal Effort to Install, Deploy and Maintain
- Increase Sales, Reduce Costs

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