

PUNTOS COLOMBIA

A leading coalition program of major brands reduces transactional risk and prevents fraud



Background

Puntos Colombia is a coalition program of major brands in Colombia that consolidates accumulated points from various partners that users can then redeem from their online store. Products and services range from gastronomy, home, fashion, accessories, gas stations, health, entertainment, vouchers, travel and more. Given the high number of users and the sensitivity of the data that's generated within their platform, Puntos Colombia was investing a significant amount of time and resources trying to mitigate transactional risk. The company required strong authentication mechanisms to prevent attackers from gaining unauthorized access to user accounts.

Challenges and Requirements

Fraudulent social engineering posed a persistent challenge for Puntos Colombia and other organizations engaged in high volumes of transactions. Addressing the high number of fraud cases was creating operational disruptions and customer dissatisfaction for the organization. Puntos Colombia required a comprehensive solution that could secure their customer accounts with minimal disruption. They needed to be able to control risk in real-time and proactively monitor and report on high-risk activities. The solution had to be lightweight, easy to implement and manage, and be enterprise-ready to integrate seamlessly into their existing technology stack.

Solution

Puntos Colombia partnered with Appgate to implement Digital Threat Protection for proactive monitoring and removal of phishing and fake websites, coupled with the reduction of transactional risk through Appgate's DetectTA. Both solutions were easily implemented, providing a quick time to value for the organization. By partnering with Appgate, Puntos Colombia not only reduced fraud by 70%, but they maintained business continuity and preserved the trust in their customer base.

Additional benefits include:

- **Easy to deploy and maintain:** The solution was implemented within minutes, with minimal resources necessary for ongoing maintenance
- **Fraud mitigation:** Significant reduction in fraudulent operations by 70%
- **Proactive reporting:** Autogenerated reports identified and blocked counterfeit websites and phishing attacks
- **Increased productivity:** Eliminated internal time and resources spent on transaction analysis
- **Customer support:** Dedicated team of responsive experts to address inquiries and provide assistance

"With Appgate we have always had support in our strategy for the risk of transactional fraud and cyber risks. They are not just a service provider, they are a key strategic ally to combat fraud, and prevent various types of risks that may affect the experience of our customers and the sustainability of the company."

– Paulo Andres Cadena Cabrera, Director of security and risk, Puntos Colombia

About Appgate

Appgate is the secure access company. We empower how people work and connect by providing solutions purpose-built on Zero Trust security principles. This people-defined security approach enables fast, simple and secure connections from any device and location to workloads across any IT infrastructure in cloud, on-premises and hybrid environments. Learn more at appgate.com

INDUSTRY

Loyalty Program

USE CASES

Brand-use monitoring

Anti-phishing

Scam site removal

Fraud prevention

CHALLENGES

Volume of fraudulent transactions

Lack of internal resources to address threats

Inefficient use of resources searching for threats and breaches

Addressing the growing risk of phishing attacks

Potential exposure of customer data on the dark web

Brand reputation

BENEFITS

Quick time to value with a simple, secure and cost-effective deployment

Seamless and consistent user experience

Confidence in brand protection

Efficient reporting system for fraudulent websites and corresponding actions taken

24x7x365 proactive monitoring and support