

DATA SHEET

# Web Content Monitoring

## ► QUALIFIED BRAM MONITORING AGENT

Trustwave's Web Content Monitoring solution scans and monitors site content for unscrupulous and illegal activity, satisfying a range of business standards.

### Monitor the Web, Protect Your Business

Web content monitoring and analysis is used to identify offensive and potentially illegal content on an organization's Web site or sites. Trustwave's Web Content Monitoring (WCM) solution helps you identify such content, allowing you to take appropriate and timely action to address and resolve questionable content.

### Web Content Analysis Founded on Extensive Industry Expertise

Trustwave has provided Web content monitoring services to acquiring banks, their merchants, and many other businesses. In addition, Trustwave executive management maintains ties to law enforcement and investigative agencies such as the International Association of Financial Crime Investigators (IAFCI), the National Center for Missing and Exploited Children (NCMEC), the U.S. Secret Service, and the U.S. Department of Justice. These connections allow Trustwave experts to stay up-to-date with the latest in law enforcement computer forensics and Internet surveillance practices, applying that knowledge to the WCM solution.

Trustwave's ongoing experience in delivering security solutions also allows us to maintain large proprietary databases with information and evidence of network threats, and mail fraud techniques. Trustwave leverages this continuous influx of information and experience to adapt the WCM solution to the latest in illegal, unethical and fraudulent practices online.

### A Fast, Efficient Monitoring Solution

Utilizing an automated scanning engine, Trustwave's Web Content Monitoring (WCM) solution scans, detects, inventories and analyzes Web site content in a fraction of the time required to perform the same function manually. Our WCM solution identifies a variety of violations and illegal activity prohibited by leading card brands and processors, including illegal pharmaceutical sales, gaming, tobacco and other categories. Trustwave's WCM program can also be customized to search for acquirer specific requirements such as counterfeit merchandise, terms of service violations and searches for false claims.

### Real-Time Analysis of Sensitive Data

The WCM Analyst Workstation creates a multi-tier analysis workflow, and includes a special queue in which any site suspected of containing sensitive data, according to the special categories, is isolated for real-time review by Trustwave's Senior Analysts. Once a finding is highlighted by the automatic analysis and placed in the special queue, it enters a detailed process of review and escalation to make sure Quality Assessment and reporting take place where necessary. This process facilitates confirming if any site has inappropriate or illegal content, and expedient reporting from Trustwave to the client.

Special facilities in the WCM Analyst Workstation allow Trustwave's team to review textual content without introducing illegal material into the Trustwave network. All suspected Web site findings are reviewed by a Senior Analyst prior to being reported to the acquirer.

## Merchant Web Content Monitoring

- Web crawling and monitoring for e-commerce merchants
- Real-time content analysis
- Qualified BRAM Monitoring Agent

## Risk Management & Content Analysis Engine

The Risk Management and Content Analysis engine within the Trustwave WCM solution enables companies to efficiently monitor Web sites of any size, from small, static sites to full-featured e-commerce Web sites.

- **Site Scanning:** Can be configured to scan specific URLs
- **Dead sites:** All dead sites are reported, such as when a merchant goes out of business or opens up a new Web site
- **Redirected Sites:** Any site that redirects the user to another URL is reported
- **Site Resolution:** Site names are resolved to one or more IP addresses
- **Site Profiling:** Once sites are discovered, an initial profile is performed to obtain additional identifying site information
- **Page Analysis:** All pages are broken down into basic elements (i.e., HTML, XML, meta description, visual text, links, etc.)
- **Site Page Details:** Provides keyword/key phrase hits (with context information), embedded links and documents

## Acquirer Benefits

By choosing the Trustwave WCM solution, acquirers receive a comprehensive content monitoring solution that satisfies a range of business standards. Acquirers manage their own process through our secure Web portal, setting the parameters they wish to adhere to when determining questionable and illegal content.

### Participating acquirers receive the following:

- Alerts and reports on merchant activity that may be deemed illegal, allowing organizations to take action immediately
- An advanced, automated solution to help monitor the online activity of a merchant profile
- Valuable insight on merchant activity, including a statistical review of violations found
- The ability to run both scheduled and ad hoc scans as needed
- Ad hoc scanning of merchants as part of the internal boarding and validation process
- Additional custom monitoring capabilities within the Trustwave solution to scan for requirements that meet risk management needs
- The opportunity to influence future development of the Trustwave solution to go beyond current needs to meet larger risk management and reporting needs

## Protect Your Brand

Trustwave's WCM solution can help acquirers reduce the risk of being involved in illegal transactions or transactions that may reflect negatively on their brand. The solution automatically examines the Web site content of merchants, detecting content that may indicate engagement in illegal or inappropriate transactions.