

## Retail Technology

### March Edition

# HERBERT BROWN SECURES ONLINE PAYMENTS

**H**erbert Brown, the high-class jewellers and pawnbrokers, has appointed SecureTrading to provide payment services for a new online retail site.

Using the SecureTrading solution, Herbert Brown will have access to fast and reliable payment processing as well as the latest technology to protect the company and its customers from the threat of Internet fraud.

Herbert Brown handles primarily high-value, single transaction payments via the website, so the company required a sophisticated approach to online security to prevent it becoming an easy target for fraudsters.

SecureTrading was selected because it offers a range of security products as standard including 3-D Secure, Address Verification System, (AVS) Card Security Codes (CSC) and a Quarantine Service to provide unrivalled protection against online criminals.

In addition, Herbert Brown can utilise an advanced suite of counter-fraud tools that work alongside standard security products to check and monitor suspicious transactions where required. In particular, SecureTrading Identity Check will allow the company to cross-reference buyer information using a number of databases to verify if someone exists and lives at their given address.

Herbert Brown also chose SecureTrading's Xpay integration, which allows online

merchants to use the company's payment network as part of an e-commerce application, but employ their own secure servers. This system offers a range of benefits to the merchant including enhanced control, flexibility and ease of use.

Cory Lees, website manager at Herbert Brown commented: "We required a service that was as secure as possible and SecureTrading demonstrated that their anti-fraud offering was the most sophisticated solution available in the marketplace. In addition, the level of service provided by SecureTrading has been first-rate working in partnership with us, and dealing direct with our third-party programmers, to ensure a seamless and well-integrated payment solution. I look forward to working closely with SecureTrading again as we expand our online service."

Jon Prideaux, deputy chief executive at SecureTrading added: "Criminals are becoming increasingly sophisticated, so we are committed to providing the most comprehensive range of counter-fraud and security services that are affordable and accessible to all. We are increasingly working with our customers such as Herbert Brown to develop integrated payment solutions that incorporate sophisticated security measures."