Sift is the AI-powered fraud platform securing digital trust for leading global businesses. Our deep investments in machine learning and user identity, a data network scoring 1 trillion events per year, and a commitment to long-term customer success empower more than 700 customers to grow fearlessly.
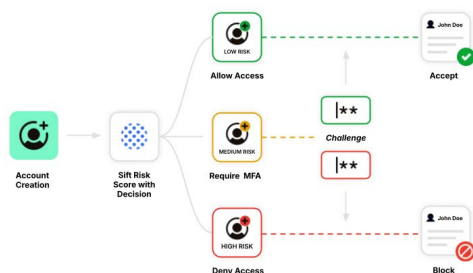
Integration Capability: Fraud, MFA

Benefits

- **Expand fearlessly without sacrificing trust:** AI-driven detection handles large-scae account takeover attacks at login with built-in multi-factor authentication tools.
- **Pinpoint risky activity at the user level:** Trusted users transact without a hitch, but automatic notifications fire off in response to risky sessions, keeping friction functional and false-positives low.
- **Scale fraud ops with confidence:** Automate risk decisioning, simplify complex cases, and speed up manual review with total transparency into account activity and data - all in one intuitive console.

Customer Profile

- Businesses experiencing financial losses, operational drain, and reputational damage from account takeover fraud
- Digital eCommerce, Travel & Hospitality, Digital Banking, and Restaurant industries

Integration Details

The Sift DaVinci Connector prevents account takeovers (ATOs) with airtight automation by leveraging Sift ATO Scoring and Sift's global AI network to provide accurate risk profiling on your customers. The Sift ATO score allows trusted users to transact without a hitch, while automatic notifications fire off in response to risky sessions, keeping friction functional and false-positives low.

The Challenge

Account takeovers (ATOs) by cyberattacks or identity theft result in the unauthorized access of an account, and may be used to launch additional attacks, make fraudulent purchases or transactions, or steal valuable information.

The Solution

The Sift DaVinci Connector empowers Ping Identity customers to use Sift Account Defense to detect and prevent ATO attacks with minimal engineering resources, enabling rapid deployment and immediate protection using comprehensive risk-based authentication options.

How Ping + Partner Collaborate

Sift partners with Ping Identity to protect revenue from ATO fraud while providing a frictionless experience for your trusted customers. Sift's integration uses AI-based advanced behavioral and device intelligence gathered along the consumer lifecycle, augmented with Sift's global data network of signals.

Resources

Integration Listing

Partner Website

Documentation