SEON

CTO Search

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1. **The SEON story to date**
2. **The Product**
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The SEON story to date

The SEON story to date

The Mission

At SEON, we strive to help online businesses reduce the cost, time, and challenges faced due to fraud. Whether you are a global financial leader or a small eCommerce startup, our solution simplifies fraud management so you can focus on what matters: growing and scaling your company.

The SEON story to date

Born out of a real need

SEON founders Tamas Kadar and Bence Jendruszák started out in crypto. They soon came under constant attack from fraudsters, and they couldn't keep up with the volume of fraud attacks.

Tamás Kádár, CEO

Bence Jendruszák, COO

Desperate for a solution, they needed to get something quickly in place.

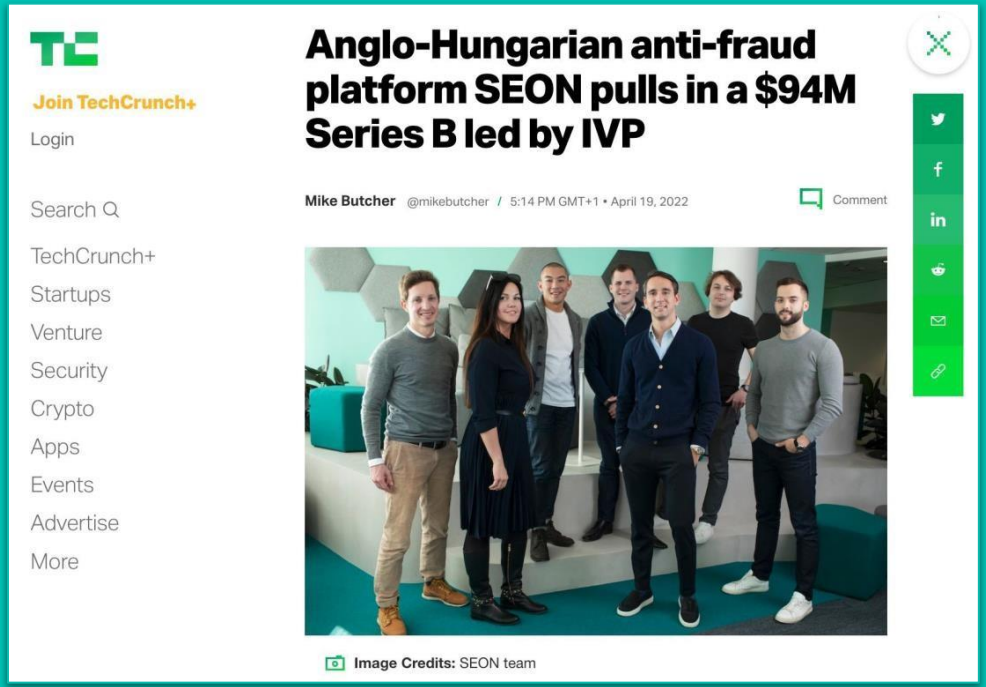
Everything required a setup time of months:

- Being too slow to implement, it would cripple their business
- Too many unnecessary features meant it was expensive
- ID verification caused high-friction for customer experience

It was quicker to build a fast, lightweight solution.
This homebrew solution became in demand by many other online businesses.

The SEON story to date

Series B Funding Round of $94m in April 2022



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Anglo-Hungarian anti-fraud platform SEON pulls in a $94M Series B led by IVP

Mike Butcher @mikebutcher / 5:14 PM GMT+1 • April 19, 2022

Comment

Image Credits: SEON team

Home > Resources > News

We Just Raised $94M to Help You Fight Fraud

April 19, 2022

Evening Standard

BUSINESS

Soho-based cyber security firm SEON raises £72m from Silicon Valley fund

VIEW COMMENTS

The SEON story to date

The Brands

Used by >5,000 ambitious FinTech brands to fight fraud together

Backed by investors & founders of the biggest names in FinTech

The SEON story to date

What Clients think

★★★★½

"Superb fraud protection for little money"

SEON enables us to automatically publish 80% of our transactions online with a precision of 99.5%. The UI is done in a way to create new fraud rules quickly and also to see the potential impact of them. Integration into our system was a matter of 1 week. The onboarding of SEON was superb. They always took time when we had questions. They also regularly assess our performance and come up with improvement suggestions.

Jul 30, 2021

Capterra ★★★★★ 49 reviews **4.9**

G2 CROWD ★★★★½ 110 reviews **4.7**

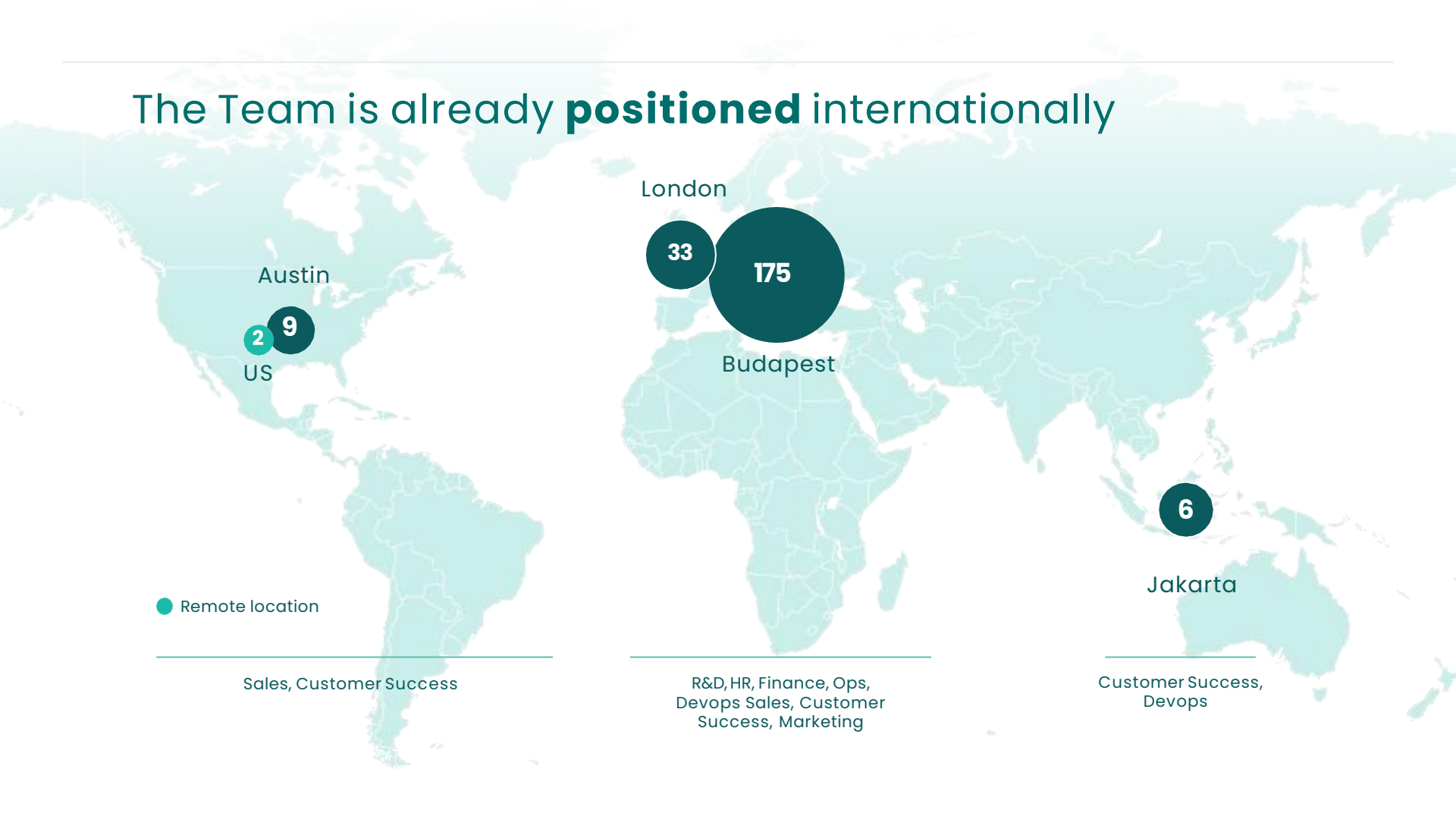
★★★★½

"Reliable and intuitive platform that helps in effective risk prevention"

SEON is a reliable and intuitive platform that helps effectively prevent risk and enhances the risk prevention process. It has excellent features like login authentication, customer behavior analytics with great customization in creating multiple rules. It is easy to use and a cloud-based platform that is easily accessible from any device. SEON dashboard comes with a friendly interface with numerous featured tools that help to protect from fraudsters. Overall it is well suited for our organization, and I highly recommend it.

Oct 28, 2021

The Team is already **positioned** internationally



Sales, Customer Success

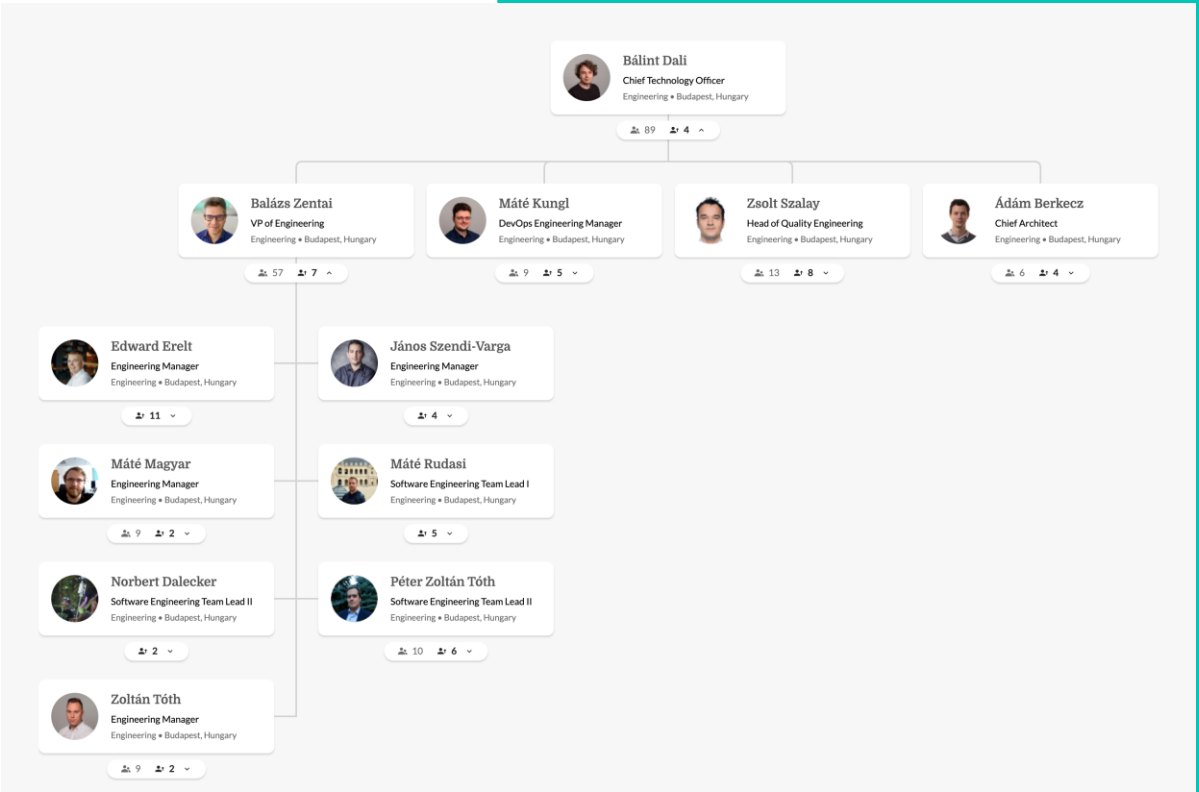
R&D, HR, Finance, Ops, Devops Sales, Customer Success, Marketing

Customer Success, Devops

The SEON story so far

The Current Engineering Org

93 in Engineering



Fraud Prevention for a Digital Generation

The Product

The Product

Real-time data enrichment with social media

How does it work?

- SEON runs in real-time, using an email and/or phone to see if a person exists on 50+ digital and social media sites
- Includes in-depth lookup into email, phone & IP details
- Frictionless customer experience, running in the background seamlessly
- Risk scoring by SEON's engine for accuracy in identifying suspicious users

The Product

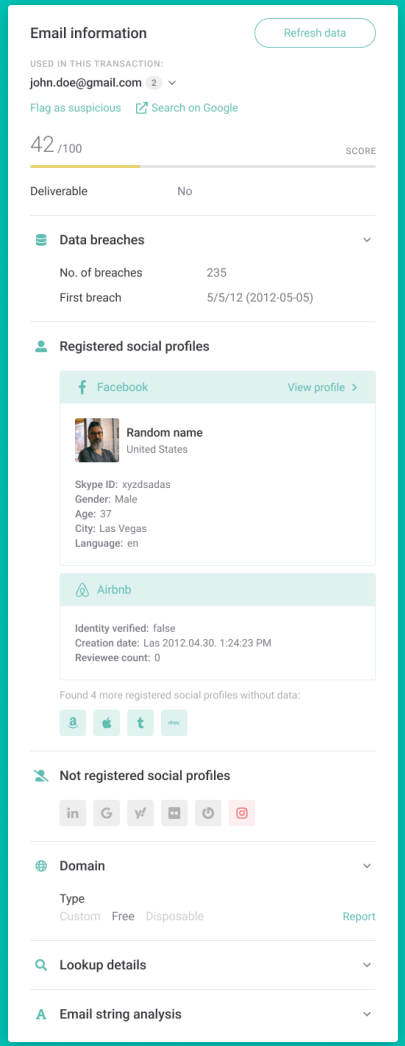
Email API

Our email module flags:

- Emails that lack history and depth
  - e.g. newly created mailboxes without social media and digital footprint
- Emails with suspicious domains
- Disposable and newly-created domains
- Fake emails or invalid emails

It also reveals:

- Title, first and last names, usernames (where applicable)
- Associated social and online accounts
- Valid MX records
- How long an email has existed (if available)
- Data breaches
- First seen and last seen timestamps
- Domain registration details such as:
  - When and who
  - Security settings

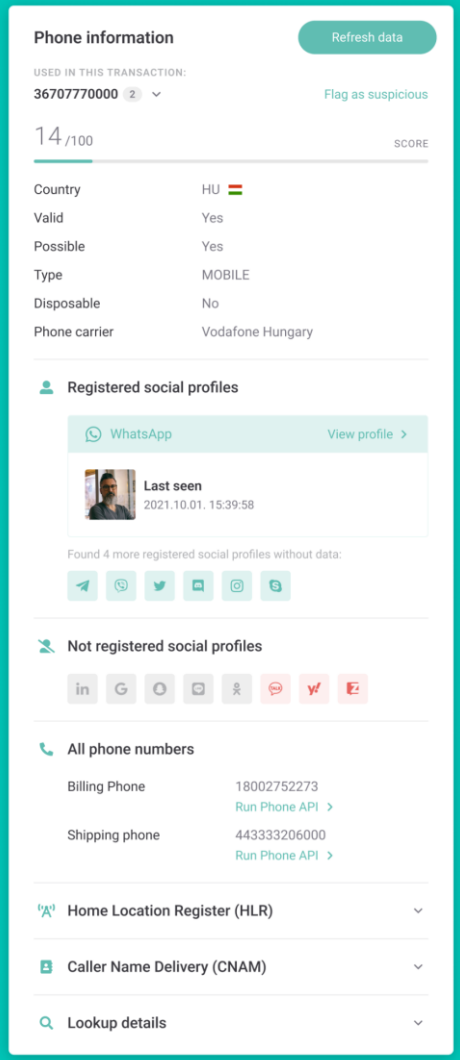


The Product

Phone API

Our phone module flags:
•Disposable phone numbers, virtual SIMs and burner phones
•Invalid phone numbers

It also reveals:
•Country and carrier
•Landline, mobile, VOIP
•Associated social and messaging accounts
•First seen and last seen timestamps
•Title, first and last names, usernames (where applicable)
•Avatar, location (where applicable)

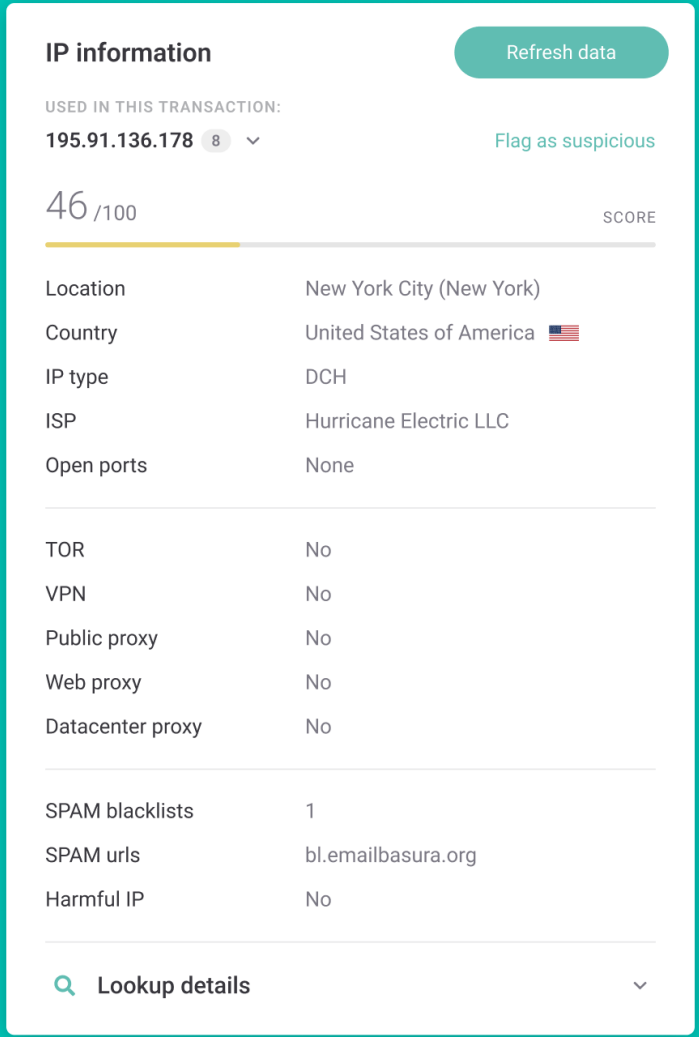


The Product

IP API

Our IP module flags:
- Harmful IPs used in brute force attacks
- Blacklisted spam IPs
- IPs used as spam hosts
- Malicious bots, including hijacked netblocks

It also reveals:
- Country, city, timezone
- ISP provider and type
- Geolocation
- TORs, VPNs, proxies
- Suspicious open ports
- First seen and last seen timestamps



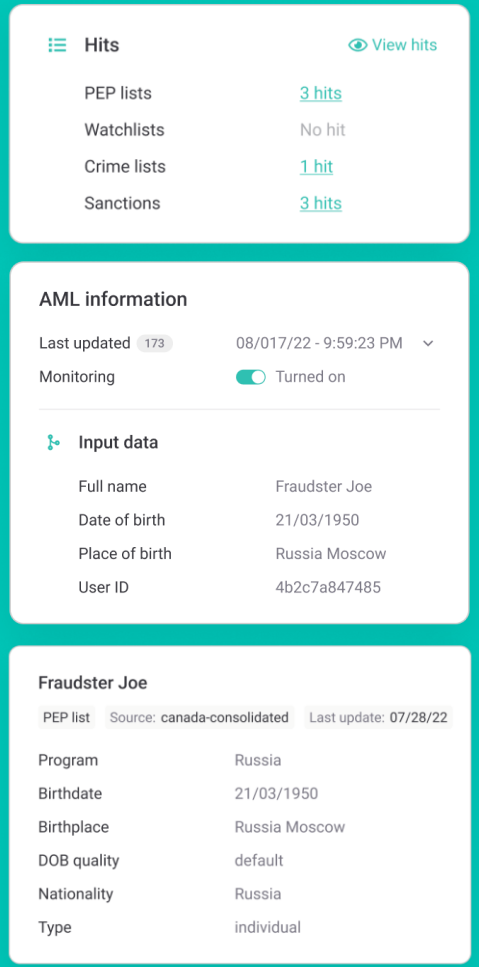
Fraud Prevention for a Digital Generation

The Product

AML API

How does it work?

- Checks names and date of birth against 40 global PEP, sanctions, crime, and watchlists
- Connects directly to databases so you get instant updates and save on costs
- Helps you achieve 6AMLD compliance and discover high risk customers and hidden relationships
- Supports automatic monitoring of high-risk customers to keep you safe from doing business with the wrong person



Fraud Prevention for a Digital Generation

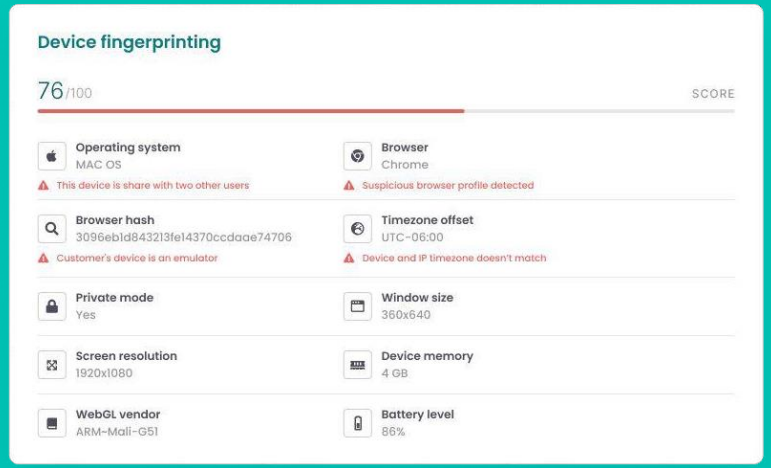
The Product

Device Fingerprinting

We **modernize device fingerprinting** to give you **device intelligence**.

Tracking invisible device settings so that you can identify unnoticeable fraud rings & large-scale bot attacks. Highlighting multi-accounting attempts because we can see users who are sharing the same browsers and devices.

Detects unusual software and hardware settings such as:
- Browsers specifically designed to get around existing fraud solutions
- Privacy browsers, suspicious browsers, browser spoofing
- Browser anti-fingerprinting extensions
- Common combinations of bots, automation or testing tools
- Virtual machine environments, emulators
- Rare browser environments and screen resolutions



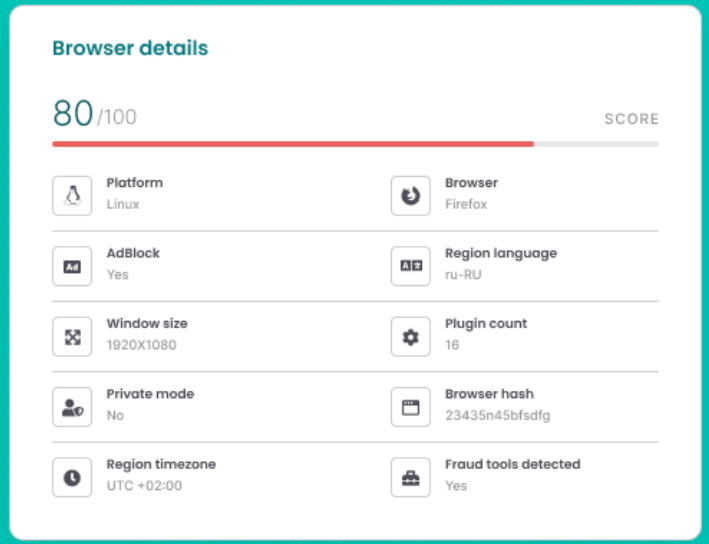
The Product

Device Intelligence

How does it work?

SEON's JavaScript collects device software and hardware information to send an encrypted payload back with our Fraud API

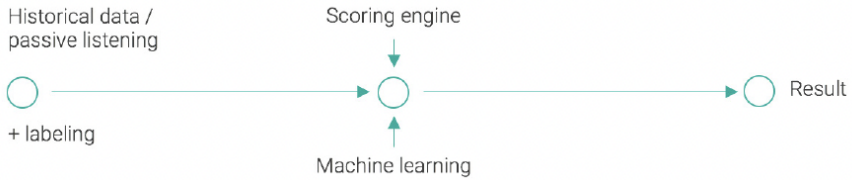
- We track all 3 types of hashes: device, browser AND cookie hashes
- Unique IDs are created so you can track each behaviour
- For web applications, embed our CDN-hosted JS for page load, or only call it upon specific actions e.g. Login, Registration, Payment
- iOS and Android SDKs for mobiles
- On-premise installations for those who need to keep data on site
- Frictionless customer experience, unnoticeable for users
- Risk scoring by SEON's engine gives accuracy flagging suspicious users

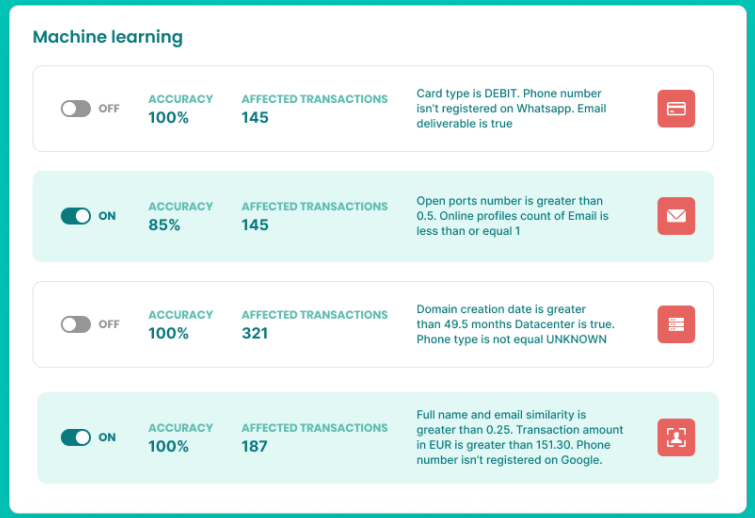


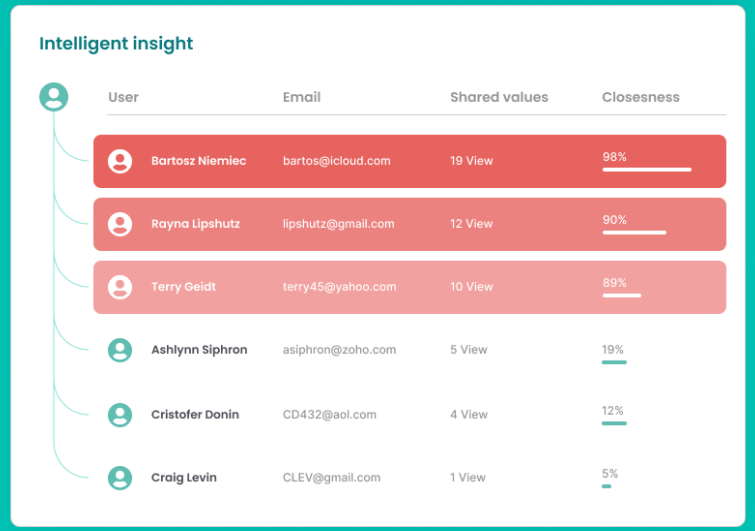
The Product

Machine Learning

SEON's algorithm is based on industry and geographic insights. Fully transparent AI & Machine Learning suggests new rules based On your business to help you identify fraud quicker. Because we know every business deals with risk differently.







The Product

Flexible ways to use SEON

CHROME EXTENSION
1-click no-code install. One-click to lookup any email, phone, IP and social media.

JS & SDK
Install Device Fingerprinting using JS for web or SDKs for iOS & Android.

FLEXIBLE APIs
Suite of APIs built in a modular way as microservices. Pick and mix based on your business needs.

Enable specific algorithms at login, checkout or signup, and prevent abuse at the earliest point possible.

ADMIN PANEL
User-friendly, web based, login from anywhere. Dashboard reporting, visual overview of every interaction. See historical activity for every customer. Get visibility into workflows and simplifies collaboration.

Custom Rules and Custom Risk Scoring are set and configured via the Admin Panel.

	CHROME EXTENSION	FRAUD API	AML API	PHONE API	EMAIL API	IP API	JS & SDK	ADMIN PANEL
SOCIAL & DIGITAL LOOKUP	✓	✓		✓	✓			✓
DATA ENRICHMENT	✓	✓	✓	✓	✓	✓		✓
DEVICE FINGERPRINTING		✓					✓	✓
DEFAULT RISK SCORING	✓	✓		✓	✓	✓	✓	✓
DEFAULT RULES	✓	✓		✓	✓	✓	✓	✓
CUSTOM RULES & CUSTOM RISK SCORING	✓	✓	✓	✓	✓	✓	✓	✓
EASY-TO-USE DASHBOARD FOR VISUAL ANALYTICS			✓					✓
RISK SCORING ENGINE POWERED BY AI & MACHINE LEARNING								

The Product

APIs, JS & SDKs for easy integration

FRAUD API
Contains our Email, Phone, IP APIs and Device Fingerprinting module. Fully flexible, so you can choose to enable or disable each API. Fraud API Docs.

EMAIL API
Email lookup with open data from social media networks. Email API Docs.

PHONE API
Phone number lookup with open data from social media networks. Phone API Docs.

IP API
Detects fake, harmful and suspicious IPs as well as proxies, TORs and VPNs. IP API Docs.

AML API
Make KYC and AML checks efficient. Use first name, middle name, last name and date of birth, to check 40 global sanctions and watchlists. AML API Docs.

LABEL API
Send feedback by labelling transactions as legitimate or fraudulent. This refines our algorithms for further accuracy and adapts it to your business. Label API Docs.

LISTS API
Blacklist, whitelist or reset any Fraud API request and response parameter, with a comment and expiration using a PUT request. Lists API Docs.

SELF-EXCLUSION API
For iGaming operators who need self-exclusion tools. The API can block customers based on email, phone, full name, date of birth, user country, user zip fields. Self Exclusion API Docs.

ERASE API
Under GDPR, data controllers and processors are obliged to delete all personal data upon request. Easily erase all data related to one or multiple users by providing email or user IDs. Erase API Docs.

EMAIL VERIFICATION API
Easily verify if an email address is valid using a fast SMTP-MX check. Email Verification API Docs.

DEVICE FINGERPRINTING
Uncover detailed information about the devices and browsers your customers are using to access your site and Apps. Integrate our device fingerprinting solution to unlock a wealth of data on the SEON Admin Panel.

- **JAVASCRIPT** – For websites and web apps. JS Agent Docs.
- **iOS SDK –** For iOS apps. iOS SDK Docs.
- **ANDROID SDK –** For Android apps. Android SDK Docs.

The Product

Making it easy for everyone to fight fraud

DAY 1 VALUE

30 days free trial, no credit card required, just get started. No support or setup fees. Pay as you go pricing. You'll quickly know if it's right for you.

PICK & MIX

Flexible, micro services that let you pick & mix. Use only what you need. Seamlessly connect & enhance your existing risk tech. Or use as a standalone solution.

COMPLIANT & CERTIFIED

We take security & privacy seriously. We are ISO27001 certified, the highest security standard for risk tech & are GDPR compliant.

FRAUD EXPERTS

Designed by fraud industry experts. Customer success by ex-fraud managers. We know your pains & how to fix it. Bring intelligence to your entire risk ops.

The Market

The Market

SEON are Industry Agnostic

IDENTITY FRAUD

Banking

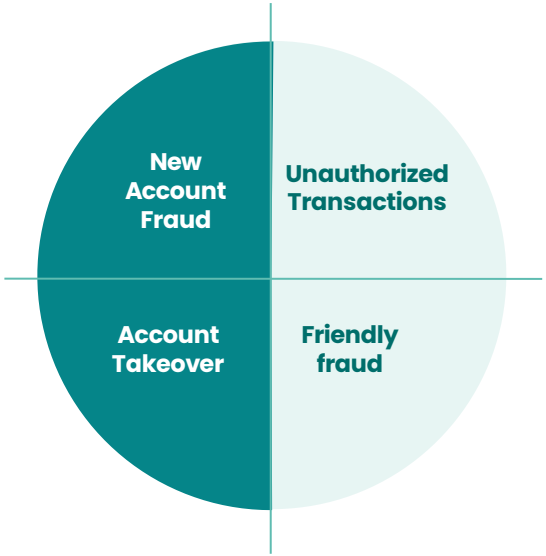
Revolut, nubank, carbon, FairMoney, albo

Online Gambling & Gaming

William Hill, Playtech, 888 casino, kindred, LeoVegas, Ladbrokes

Online Lenders & BNPL

afterpay, HOME CREDIT, ID FINANCE, ROBOCASH



TRANSACTION FRAUD (CNP)

Others

sorare, PATREON, Grab, Grover, GBG, PANINI, Fat Llama

Travel

AIRFRANCE, AVIS, KLM

PSPs / Acquirers

mollie, zen, xpate

Fraud Prevention for a Digital Generation

Increased Awareness of SEON in the Market

Awards

- FS Tech Awards 2022: Cyber Security Solution of the Year #1
- G2: Fastest Growing Software Products 2022, Global: #7
- GetApp: Category Leader 2022, Risk Management Software #1
- Deloitte: Technology Fast 50, Central Europe 2021: Growth Stars #10
- Hiventures & Budapest Stock Exchange: "Best Scale-Up" CEE Regional Startup & Innovation Award
- The Stevie Awards: Employer of the Year 2022, Bronze
- The Hustle Awards: Founder of the Year 2022

Coverage

- Business Insider: "20 European fintech startups that will blow up in 2022"
- Sifted (backed by Financial Times) report: "Europe's rising 100" startups in 2022
- Raconteur (print): "Future of Fintech" report front page, in The Sunday Times
- Business Insider: "Founder and CEO of Hungary's most-funded tech startup"
- Forbes Council: NFT Fraud: Menace of the Metaverse?
- VentureBeat: "Should we be worried about real-time facial recognition systems?"
- Crunchbase: "Emerging Unicorn List" 2022

Customer Value Delivered

BANKING AND PAYMENTS

albo FélixPago patreon barion Libertex

Albo Total platform expenses reduced by 5%.
Bonus email usage dropped to 0%
Barion saved work hours of 50%. Decrease in manual review times by 90%
Felix Pago eliminated 100% of multi-accounting.
Libertex Group Reduced chargebacks by 45%
Patreon decrease in review times from 24h to 30m.

PATREON

"With SEON, I can see that the address has been around since 2012 because it appeared in data breaches. I can see it's been registered on these 15 other social websites. From then I can just manually match the relevant information to make my case. Working with more accurate data allows me and my team to move faster – and with minimum user friction. Whereas the team had to wait hours or days to verify someone's payment, SEON allows them to do it in 30 mins or less."

Rick Hiltbrunner
Senior Manager of Fraud Operations

BNPL & ONLINE LENDING

Mokka biller

Biller 87% drop in fraud transactions.
93% decrease in manual review times.
70% faster implementation than from others

Mokka Immediately reduced costs on automated checks by 6%.
Projected to reduce their fraud costs by 50%.
Drop in fraudulent transactions of 65%

Mokka

"The most useful thing for us was to be able to see if the email and phone numbers weren't registered anywhere. We also rely on the device fingerprinting metadata in our scorecard to filter out junk users. We immediately saved about 6% of costs on our automated KYC checks. After only 2 months, we started seeing impressive results. Up to 3 times fewer cases of defaulting customers in new regions such as Romania and Europe. 4 months later, the fraud rates dropped by over 65%."

Sergey Bogdanov
Chief Risk Officer

The Market

Customer Value Delivered

iGAMING & CASINOS

Gamevision detected bonus abuse increased 80%. Eliminated 90% of multi-accounting attempts
Lindar Media Detected bonus abuse increased 10%
MaxEnt Detection of multi-accounting attempts increased 60%. Detection of IP related-issues increased 80%.

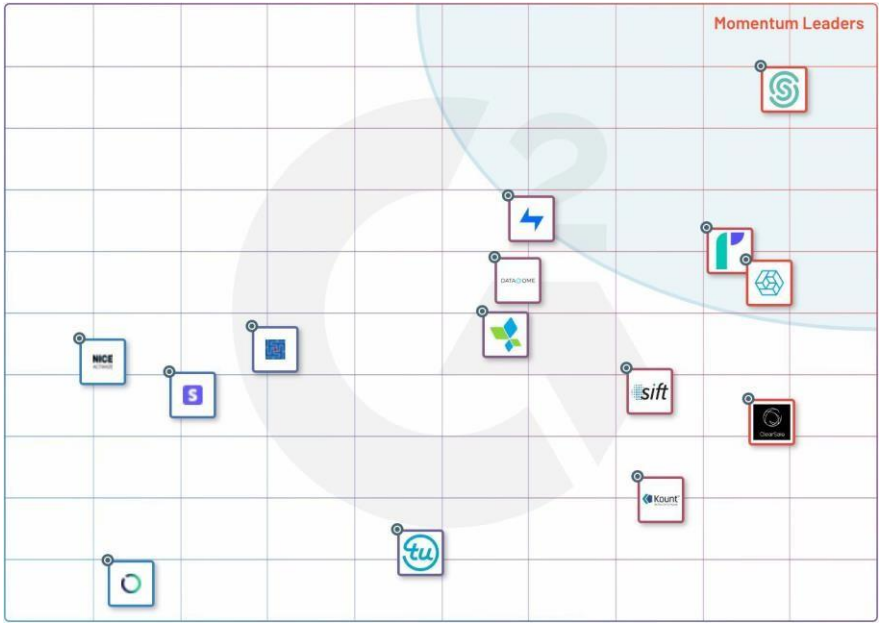
CRYPTO EXCHANGES

Coincash reduced multi-accounting 60%. Decrease in manual review times of 90%. Reduced fraud reviews by 50%
CRYPTOcoin decrease in manual review times from 15m to 1m.
Reduced chargebacks to $0 after 12 months.
Xcoins Drop in fraudulent transactions 95%. Reduced multi-accounting attempts by 99%

OTHER INDUSTRIES

Air France decrease in manual review times of 70%.
Buffered VPN reduced chargebacks by 91%
Fairmoney 99% Auto approval accuracy for automated listing approval
Tickething Reduced fraudulent activity to 0.10% Decrease in manual review times 99%

Our Customers are our Evangelists



Momentum Grid® Report for Fraud Detection
Winter 2022

Capterra
50 reviews **4.9**

G2 CROWD
219 reviews **4.7**

Leader WINTER 2022
Leader Small Business WINTER 2022
Leader Mid-Market WINTER 2022
Users Love Us
Users Most Likely To Recommend Mid-Market WINTER 2022
Best Relationship Mid-Market WINTER 2022

Sources: G2

The Opportunity

The Opportunity

Job Description

Team Management

- You will design a future-proof, cross-functional organizational structure for high-growth mode.
- In order to grow sustainably, you will be proactively adjusting the recruiting strategy and bring expertise in designing the engineering organisation to grow from 100 to 200+ in the next 2 years.
- Provide mentorship to enable the growth and development of existing team members, including leads, managers and individual developers, through your inherent ability to continuously identify team bottlenecks and missing skills.
- Develop an internal governance framework (cadence of meetings, engineering all-hands, etc) that boosts team morale with a positive tone and open forums for engineers.
- You will improve coaching and communication with engineering managers and tech leads.
- In a combined effort with the People team, you will tackle HR-related concerns if any (benefits, salary ranges, and ESOP discrepancies).
- You will address and resolve factors contributing to recent resignations.
- Collaborate with external teams for seamless integration and access

Tech Roadmap

- Develop a comprehensive roadmap covering product and feature development, as well as scalability and architectural improvements.
- You will ensure the engineering team understands, acknowledges and owns the roadmap.

The Opportunity

Job Description

- **Scalability and System Improvements**
- You will conduct a full architecture audit and implement necessary changes to ensure system scalability, including fragmentation to more microservices.
- Enhance backend scalability to accommodate the company's move up-market and facilitate growth.
- You will resolve API latency, database, and admin load issues for better system performance.
- Address indexing issues causing peak latencies and improve user experience.
- You will shift focus from maintenance to accelerating new feature deployment, launching new customer-facing modules.
- Streamline refactoring processes (e.g., react/next) to reduce development slowdowns.
- You will work closely with your peers, particularly Product, in order to identify opportunities to accelerate the growth of our business overall.

- **Performance Measurement and Optimization**
- Measure and optimize the performance of each unique team. You'll define clear delivery KPIs and use data and metrics to continuously monitor and improve the team's delivery.
- You will create a technical debt/refactoring strategy (including implementation velocity rules transformation).

- You will support the Growth Team with a robust CMS for SEO (seon.io) and easy implementation of copy changes.

The Opportunity

Key Skills and Experiences

- You will be genuinely excited about where Seon is headed and enthused about building something special with your team.
- Demonstrate success as part of the C-suite team in a modern B2B SaaS scale-up undergoing internationalisation.
- Have advanced understanding of the fundamentals of Software Engineering, Agile delivery principles and frameworks.
- You have the ability to find the best approach to run Agile process for the team and product needs.
- Implement engineering processes that will enable fast yet sustainable growth.
- Background working in data-driven and make use of KPIs for the team and can monitor, improve and adapt them to the company's immediate and future needs.
- You know what good, great and excellent looks like for a high-performing team of engineers and you are able to craft a plan/process and execute it to continuously level the team up (effective processes, etc).
- Maintain a balance between shipping things quickly and maximizing the value for the user, while maintaining stability and maintainability of the codebase.
- A strong background in leading, managing and coaching 150+ engineers.
- You are a beacon for talent and attract, onboard, develop, and retain diverse top talent in your teams.
- Give constructive feedback, set objectives and create suitable Personal Development Plans on regular basis with the goal of growing and developing the team.
- You have a Product Mindset having worked with customer-facing products and encouraging engineers to challenge product managers
- Articulate communication skills both up and down, in addition to being proficient in English (both written and verbal).

SEON

ALBANY PARTNERS

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