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Ignify Updates E-Commerce Engine To Detect Fraud

By Barbara Darrow   Courtesy of CRN

ERP and accounting partners targeting the midmarket with online store aspirations might want to check out Ignify's newly updated eCommerce platform.

Ignify this week added advanced heuristic antifraud features to its existing e-commerce engine, according to the Los Angeles-based vendor. "This release focuses on security for merchants who deploy online stores and B2B commerce sites. It's around encryption, advanced fraud monitoring that goes beyond basic address verification," said Sandeep Walia, president, North America, for Ignify.

"We look at heuristic patterns of fraud--for example, high-volume purchases by this person in a short amount of time, or for activity emanating from certain ZIP codes known to be home to specific fraud operators. Other parameters include heavy volume orders going by next-day shipping because these people don't tend to stick around," he said.

The product supports the "Verified by Visa" antifraud standard to authorize credit card purchases and enforces two levels of password protection.

The platform ties into existing accounting systems such as Microsoft's Great Plains, Navision, Solomon and Axapta lines as well as Sage Software's ACCPAC, MAS/90, MAS/200, MAS/500 lineups, he said.

There are modules for various tasks such as product catalogs, cross-promotions, realtime traffic and sales reports, inventory reports, payment methods, etc. The core module typically sells for about $12,500, with other modules costing roughly $4,000 to $5,000 per server.

Walia said his product used to compete with Microsoft's own eStore and e/Order products for Great Plains, which he said have been pretty much discontinued post Great Plains 8.0 releases.

Bob Remick, senior consultant with Grace-Hunt, a Quincy, Mass.-based consultancy, implemented the Ignify offering for Rounder Records, a large independent record label based in Cambridge, Mass.

"We were looking for someone with a store that integrated with Solomon accounting, which is what Rounder runs, and there aren't too many companies doing that," Remick said. He was happy with the support and service Ignify provided.

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