



Guardian Analytics Releases “2012 Business Banking Trust Study”, Highlighting Key Fraud Findings and Providing Conclusions and Opportunities for Financial Institutions and Businesses

Guardian Analytics, in conjunction with the Ponemon Institute, completed its third annual business banking trust study. The study reports fraud continues to hit a majority of businesses, which continue to look to their financial institution (FI) as primarily responsible for securing the online channel. Businesses still are not improving their defenses, and a majority continue to lose money due to fraudulent transactions. Finally, businesses hit by fraud continue to take their business elsewhere, showing very little patience for an FI that can't protect their accounts.

- 74% of businesses surveyed have experienced online fraud; 52% in the past 12 months;
- The percent of businesses that conduct all of their business banking online has more than doubled in the last 2 years;
- 72% of SMBs indicate that they believe their FI is ultimately most responsible for ensuring that their online accounts are secure;
- Following a fraud incident, 70% of SMBs have diminished confidence in their FI or take all or some of their banking businesses elsewhere.

New to this year's study is a section specifically about the incidence of fraud for businesses using ACH payments, mobile banking, and wire transfers, and the impact of fraudulent transfers in each of these channels on their relationship with their financial institution.

You can download the [Executive Summary](#) now (PDF, 561kb). The Executive Summary also provides a link to the entire report at the end.

The report enumerates conclusions and opportunities for both financial institutions and their business banking clients.