

Precise ID[®]

A risk-based fraud detection and prevention platform

As public demand for services continues to grow and delivery channels continue to expand, so does your exposure to risk within your online, mobile and call center portals.

This requires an ability to observe and risk-assess identities and devices throughout the consumer life cycle.

The Precise ID[®] platform delivers an integrated set of insights and services that allow you to make real-time decisions across the consumer journey. These decisions are based on a combination of wide-ranging, recent and accurate data assets; targeted analytics; delivery options; and subject matter expertise across numerous markets, including financial services, public sector, healthcare, telecommunications, utilities and automotive.

No other platform offers you the ability to marry identity and access-device risk assessments, analytics, and decisioning together in a single integration. Precise ID includes options for credential service provisions across multiple process points and market offerings while also meeting National Institute of Standards and Technology (NIST) levels of assurance for remote identity proofing. The threats posed by fraud and identity theft demand a risk-based approach that employs accurate and broad data assets; targeted analytics; knowledge-based authentication; and flexibly designed, efficient and predictive decision policies throughout the consumer life cycle.



Precise ID leverages a real-time historical consortium of more than 250 million identity inquiries that offers a unique view of emerging fraud risk.

Common identity management challenges

- **Providing a trustworthy consumer experience** — Your organization must safely reduce hurdles for consumers creating accounts to allow legitimate consumers to access their information and receive dedicated public services. When attempting to assure that government services reach the true consumer, it is important to apply the right treatment with the right tools at the right time.
- **Fraud risk** — Identity theft (third-party fraud) remains a persistent problem with the growing amount of personal data that has been breached. As a result, it is even more critical to use the right combination of data and applied analytics to properly identify consumers in remote transactions in order to prevent the fraudulent distribution of entitlements.
- **Regulatory compliance** — Various requirements demand thorough yet unobtrusive identity verification procedures. Government agencies are required utilize remote identity proofing solutions that will continue to meet changes in NIST levels of assurance requirements.
- **Flexible and evolutionary tools** — Fraud risks and regulatory requirements change over time, so your tools must change as well to ensure maximum return on investment today and as future business needs arise.

Precise ID — holistic risk assessment and comprehensive consumer authentication

In light of such complex and often competing challenges, an experienced authentication and fraud-prevention partner with demonstrated expertise can be an invaluable asset. Through our industry-leading Precise ID platform and product options, Experian fraud and identity solutions offers a wealth of proven authentication and fraud- detection capabilities.

These products and services are designed to help you consistently protect consumer information and access to government services your business and your consumers from various fraud threats, while still meeting internal and external compliance requirements.

Determining identity theft risk — consumer authentication that goes beyond basic identity element validation

Fraud perpetrators remain a relentless threat. These schemes and attacks can appear in an instant or progress slowly, requiring a tool set that captures and summarizes these behaviors in real time and over time. Precise ID leverages a real-time historical consortium of more than 250 million identity inquiries that offers a unique view of emerging fraud risk. Checks include the frequency with which these identities are seen and any inconsistencies over time that might suggest risk.

Streamline application processing and identity verification

Lower costs and strong consumer demand for real-time online application processing, along with other emerging mobile delivery channels, have contributed significantly to efficient delivery of public services but also caused greater exposure to fraud risk. Verification is particularly important during non-face-to-face transactions and in the absence of documentary evidence.

A transparent process ensures a positive experience

Organizations are searching for creative and cost-effective ways to maximize the value of each relationship.

Applying the right treatment at the right time allows organizations to strike the best balance among automated approvals, referrals, fraud detection and false positives. More importantly, it ensures the best possible experience for every legitimate consumer.

Superior data breadth and quality

Precise ID is a single integration point that delivers actionable access to a comprehensive and diverse data suite. Powered by our Precise Match search and match logic, Precise ID offers a granular view into the consumer profile.

- **Consumer demographics** — Verify identity elements (such as name, address, phone, Social Security number and date of birth) against multiple databases. Precise ID tells you if these identity elements match the information you provided for the consumer and the level of that match — full, partial, etc. You receive record-level details, including additional addresses, related consumers and more:
 - Address verification.
 - Standardized ZIP+4® address.
 - Date-of-birth verification.
 - Address type (e.g., seasonal, vacant).
 - High-risk address and phone (e.g., mail drop, institution).
 - Change of address.
 - Phone verification — landline and wireless.
 - Previous and additional addresses.
 - Driver's license validation and verification.
 - Office of Foreign Assets Control checks.
 - Social Security number validation (e.g., issue date and state, valid, deceased).
 - Social Security number verification (e.g., linked to consumer name and address).
 - Email verification to user name.
 - Military Lending Act Indicators for credit checks.
 - One Time Password Authentication with Phone intelligence.
 - Combined with Prescreen and Instant Prescreen for fraud screening of targeted prospects.

Assessing identity theft risk

Apply more than 140 rules against more than 250 million inquiry records to ensure identity elements are not only validated and verified with link analysis and velocity-based attributes, but also used consistently and in a low-risk manner over time.

Fraud shield™ indicators

Get alerts about inconsistencies — and in some versions, high-risk credit attributes — through a series of high-risk warnings associated with consumers' identity information on their credit

Targeted analytics

Risk-based authentication demands best-in-class risk scoring. Precise ID delivers both fraud risk and identity assessment scores:

- **Identity Screening score** — Assess the probability that consumers' identity is valid and the likelihood of third-party (identity theft) fraud.
- **Account Opening score** — Add consumer credit attributes to predict third-party fraud.
- **Identity Theft score** — Incorporate a targeted appraisal of potential identity-theft risk.
- **Synthetic ID Rules** — Incorporate a set of 30 credit and non-credit conditions that denote behavior consistent with synthetic identity fraud.
- **High Risk Consumer Score** — Identify specific credit history behavior indicative of synthetic identity fraud.

Precise ID®

Precise ID® for Account Opening — confidently assess risk when “meeting” a consumer for the first time

Make more informed application- processing decisions with Precise ID® for Account Opening, which integrates demographic and credit information to conduct identity verification, and identity-theft prediction into a single decision. Now you can streamline delivery of services and benefits with increased efficiencies while minimizing fraud loss and meeting compliance requirements.

Key benefits:

- One score for third-party fraud, leveraging demographic, credit, velocity, linkage and optional verified fraud data.
- Scoring, decisioning, high-risk alerts, verification details and associated information for your consumer, all for one price.
- A variety of integration options to support your Website, mobile app, call center or internal system.

Precise ID for Identity Screening — verify identities and prevent ID Theft with one score

Precise ID® for Identity Screening brings together identity verification and identity-theft prediction into a single decision. Precise ID for Identity Screening ensures you know who your customer is and determines the likelihood you are interacting with your true customer.

Key benefits:

- One score for identity verification and third-party fraud, leveraging demographic, velocity and linkage data; high-risk alerts; verification details; and associated information for your consumer, all for one price.
- A variety of integration options to support your website, mobile app, call center or internal system.
- Assess risk of identity alteration or inconsistencies and target identity-theft fraud.
- Receive summary-level match results related to identity elements such as name, address, phone, date of birth and Social Security number.

Precise ID® for Compliance — consumer authentication that delivers measurable accuracy and process efficiency

Existing regulations require the implementation of identity-authentication procedures to help accommodate a variety of program requirements.

Precise ID® for Compliance allows you to make fast, flexibly designed identity-verification decisions to ensure regulatory due diligence and basic fraud prevention.

Key benefits:

- Efficient workflow achieved through a streamlined response and concise decisions.
- A variety of integration options to support your Website, mobile app, call center or internal system.
- Multiple configuration options and optional hosted semicustom decisioning.

Identity Element Network™ — Predicts when a consumer's identity information is at risk, even if no fraud event has been identified

Identity Element Network™ evaluates consumer identities and associated identity elements via a vast attribute repository that adds millions of transactions per day and reveals up-to-date fraud threats associated with inconsistent or high-risk use of numerous identity elements.

Identity Element Network (IEN) gives organizations the ability to manage fraud by identifying data linkages — and the velocities of those linkages across the Experian identity and credit network. This provides the ability to both score and identify the riskiest linkages and recommend action based on the comprehensive activity of an identity, rather than on a single transaction or client view.

Several features give IEN its powerful and unique fraud-detection capabilities:

- **IEN score** — This predictive identity fraud risk score assesses the likelihood that a consumer's identity has been compromised based on the velocity of identity element linkage over a period of time.
- **Score factors** — Up to four concise descriptions accompany each score to explain the factors most prominently impacting the result. This helps facilitate reviews and reduce investigation time.
- **IEN attributes** — Predictive identity linkage attributes that can be used to build or enhance internal models or treatment strategies.
- **Point-in-time information** — The score and attributes incorporate transactional data derived from Experian's industry-rich, real-time identity transaction network.

Performance monitoring and reporting

Fraud threats, compliance challenges and operational boundaries change. Your authentication policies must change as well. Our Fraud & Identity team is composed of identity intelligence experts, scientists, analysts and thought leaders specializing in consumer authentication, application fraud and management of high-risk accounts.

We collaborate with our clients to deliver standardized or custom operational reviews and performance-monitoring reports to ensure that the services we provide maximize the return on your investment in the form of predictive value and efficient process integration.

Our experts can also evaluate the use of client-supplied consumer data to create custom models or scores to increase fraud detection capabilities.

FraudNet — Evaluating risk associated with devices used in remote transactions

Thoroughly assessing the entirety of online threats includes not only accurately identifying the consumer but also determining the associated risk of the device being used in the transaction. Whether the online threats to your business

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Whether the online monitoring activity relates to a consumer accessing services for the first time or a returning consumer, it's important to have the right tools in place to point out suspicious activity.

Using a highly customizable rules based engine designed to balance your agency's ability to meet mission critical needs and fraud risk appetite, Precise ID® with FraudNet identifies fraud, authenticates consumers and validates user devices through an online assessment. This insight provides confidence for making decisions that assure delivery of benefits and services to the legitimate consumer, reduce fraud risk and remain compliant.

Fighting fraud in a transparent manner ensures that legitimate consumers receive appropriate services in a timely manner. Applying the right treatment at the right time allows you to strike the best balance among automated approvals, referrals, fraud detection and false positives.

FraudNet features provide investigators with powerful tools to rapidly assess the transaction and risk:

- **User interface** — Specifically designed to improve investigator efficiencies.
 - Organize information on-screen for increased flexibility.
 - View data to make links and see fraud trends.
 - Identify and process groups of activities quickly with a bulk action feature.
- **Reporting** — Four powerful reports available for system analysis:
 - Hit Rate Report determines how the system is operating and if any adjustments need to be made.
 - Historical Out Sort Summary Report calls out the number of applications held by the system for review compared with the total number of applications processed.

- Investigator Activity Report features the count and type of transactions reviewed by each team member.
- **Dynamic queue** — leverage operational efficiencies.
 - Get constant updates of time-sensitive applications.
 - Ensure the review of applications to be approved or denied based on specific criteria.

Knowledge IQ™ — a revolutionary knowledge-based authentication tool for identity authentication and fraud prevention

Knowledge IQ, powered by Precise ID, employs sophisticated predictive fraud analytics, interactive knowledge-based authentication results and customizable challenge-response questions with answers designed to be known only by the actual consumer, not fraud perpetrators.

Enhance your customer satisfaction by taking a risk-based approach to authentication, targeting only the riskiest consumers with knowledge-based authentication.

Key benefits:

- Configurable questions and risk strategies for specific consumer populations and channels.
- Client-level or global question-access velocity limits preventing fraudsters from attempting to “game” the process by consecutively attempting sessions.
- Flexible, client-controlled question weighting and categorization.
- Credit - and non-credit-based questions deliver more diverse sessions and fraud deterrence versus other single-sourced or public-record-question applications.
- Alternate languages and customizable text.
- Proven success in interactive voice response (IVR) integration.
- Use standalone questions or use questions in combination with Precise ID.

Precise ID and Knowledge IQ offer a complete set of summary- and detail-level reporting that enables our clients to monitor actual versus expected volumes, result distributions and decision outcome frequencies.

Capability	Precise ID® for Compliance	Precise ID® for Identity Screening	Precise ID® for Account Opening
Identity Screening score		●	
Account Opening score			●
Identity Theft score		●	●
First Payment Default score		●	●
Identity validation and verification		●	●
Fraud Shield™ high-risk indicators	●	●	●
Hosted decisioning	●	●	●
Wireless phone verification	●	●	●
IP address verification	●	●	●
Knowledge IQ™	●	●	●
Historical inquiry records checks	●	●	●
Authentication score		●	●
FraudNet device and customer intelligence		●	●
Identity Element Network™	●	●	●
Third-party phone verification*	●	●	●
Email verification*	●	●	●
Military Lending Act indicator*	●		●
Multi-factor authentication one time password	●	●	●
Instant Prescreen	●	●	
Prescreen Batch	●		

* = some restrictions apply

● = functionality using both credit and noncredit data assets

● = functionality using noncredit data assets

Blank = not available

About Experian Decision Analytics

Decision Analytics helps agencies make better, more insightful decisions and assure the largest number of legitimate consumers receive the required benefits and services. Clients use Decision Analytics' data intelligence, analytics, technology and consulting expertise to expand consumer relationships; manage and mitigate risk; prevent, detect and reduce fraud; meet regulatory obligations; and gain operational efficiencies. Decision Analytics provides the intelligence used by government agencies and leading businesses worldwide to assess with confidence the potential risk and reward of critical business decisions.

To find out more about Precise ID, contact your local Experian sales representative or call 1 888 414 1120.