experian™

CrossCore®

State of the art, cloud-based digital identity and fraud platform

CrossCore® is a state of the art, cloud-based digital identity and fraud platform that enables businesses to connect to multiple data sources and services through a single, flexible API.

CrossCore delivers, identity verification, fraud detection and risk-based authentication from a single, state-of-the-art cloud platform. It provides flexible workflow configuration and leverages advanced analytics to make real-time decisions at any point in the customer lifecycle where identity verification and fraud risk management are needed. CrossCore is available globally and configured within geographical regions using data and services that are available and appropriate.

CrossCore Data

CrossCore supports a best-in-class approach to managing a portfolio of services that work together to confidently verify identities and assess a broad range of fraud risks. Data and services leverage Experian solutions, third-party services and client systems that include:

Experian's Precise ID Platform – Consumer Identity and Fraud platform purpose built using data available in the U.S. to meet identity and fraud challenges that are specific to enterprises operating in the U.S. Leveraging the full breadth of Experian's non-credit and credit data access, Precise ID provides an authoritative source to verify identities, confirm eligibility and support robust analytics that identify a range of fraud risks including identity theft, first party fraud risks and synthetic identity fraud. Precise

ID can deliver analytics and attributes as well as the ability to invoke step-up verification in real time and to produce an overall decision based on Precise ID's processing.

Experian's Device Intelligence – Detects risks associated with an internet enabled device based on the presence of spyware/malware, high-velocity use common to scripted attacks and enhanced geolocation that uncovers characteristics deeply imbedded in the device such as its time zone and language preferences. Device Intelligence remains invisible to fraudsters by capturing device data without relying on tags or cookies that can be identified and removed. Device data is translated into a decision, using rule-based analytics.

Email/Phone Intelligence – Third party partner services provide additional depth to identity verification and fraud risk assessment using unique data assets that connect email addresses, phone numbers and other data points to the people who use them. Additional details reveal the validity, length of time, frequency, and reputation of these additional identifiers. Responses to CrossCore generally consist of attributes, analytics and decisions depending on the specific services used.

Commercial Entity Data and Fraud Detection – Built by Experian's Business Information Services, commercial entity products draw on Experian's robust insights into business entities and their owners. Specific products consumed by CrossCore include a Multi-point Verification (MPV) offering that produces a profile of a business and its owner(s) based on business demographic data, information related to a business's internet presence, business registration data collected from secretaries of state, as well as business reputation based on liens, judgements, other public filings and tradeline information reported to Experian by thousands of lenders and providers of business services such as engineers, law firms, transportation services and many others. MPV returns a robust set of attributes to CrossCore.

A second offering calculates a Commercial First Party Fraud Score that is purpose built to identify individuals seeking to leverage their business to borrow without the intent to repay. The Commercial First Party Fraud Score delivers robust fraud analytics to CrossCore. The MPV attributes and Commercial First Party Fraud Score can be used separately or in tandem.

Step-up verification Services – When it is necessary to reach out to the consumer for additional verification, CrossCore can invoke One Time Passcode (OTP) capabilities that send a numeric code to the consumer's verified mobile phone. The consumer then confirms their knowledge that their identity is being used by responding with the number they received. A secondary option leverages Knowledge Based Authentication (KBA) when OTP is unavailable. Additional step-up verification services can prompt consumers to capture and upload a document image for verification using an Experian built turn-key process enabled by CrossCore Doc Capture. The document verification process can be augmented with biometrics that compare a "selfie" of the individual to the image on the document.

What types of problems does CrossCore solve?

Identity Verification and Eligibility – Verifying that an identity represents a real, unique individual who has provided true and accurate information. Many businesses, service providers and government functions need to establish confidence that they are dealing with true individuals to manage costs, regulatory requirements, and liability.

Non-lending Fraud Risk – Fraud risks are present any time something of value is at stake. This includes government benefits, utilities and services that are used first and billed later, and anything else that has value or can be resold for cash. There is persistent temptation for individuals to present a stolen identity, manipulate their own identity or make up a fake identity to obtain something they may not otherwise receive.

Lending Fraud Risk – The lending industry attracts a wide variety of identity-oriented fraud schemes for the simple reason that it offers criminals direct access to cash and the opportunity to purchase goods that are easily sold. While criminals use stolen, manipulated or fake identities like they do for non-lending fraud, the regulatory environment, business pressures and tools available to manage lending fraud are unique.

CrossCore Advantages

Common access through a flexible API

- Reduce integration cost and complexity
- Get single sign-on access to multiple systems
- Easily access new services as they are added

Strategy design and workflow decisioning

- Speed the time-to-market for new and enhanced strategies
- Easily test and trial new services
- Modern user interface to access real-time results, recommendations, and case details—all in a single view
- Self-service workflow manager to customize how CrossCore processes your transaction

An open approach

- Connect services across Experian, partners, and internal systems
- Support a layered approach to managing risks across providers
- Call services all at once or in sequence based on decision logic
- Reduce the cost of managing services over time

CrossCore Solutions

Analytics

Analytics created by each backing service are returned to CrossCore where they can be made available to CrossCore's internal decision capability. All scores and analytics are returned to the client where they can be incorporated into internal strategies if desired.

Attributes

CrossCore receives the complete response from each backing service used for a specific transaction. Attributes returned by backing services can be made available to CrossCore's internal decision capability, and all attributes are returned to the client where they can be incorporated into internal strategies if desired.

Step-up Verification

Step-up verification can be invoked when necessary to deliver different levels of friction to fit the risk of the client's use case.

Decisions

CrossCore's decision capabilities enable clients to mix and match analytics, attributes and step-up verification results returned by each backing service. This gives users the unique ability to harness the combined power of the solutions in a single, optimal decision.

Experian
475 Anton Blvd.
Costa Mesa, CA 92626
T: 1 888 414 1120
www.experian.com

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