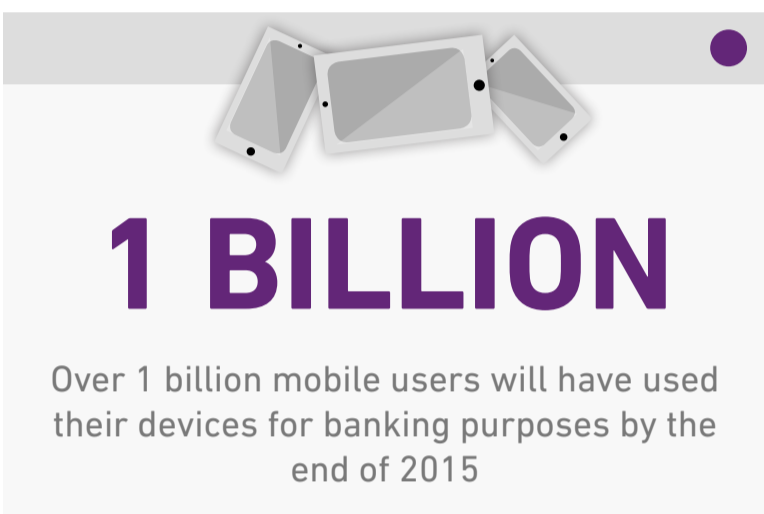
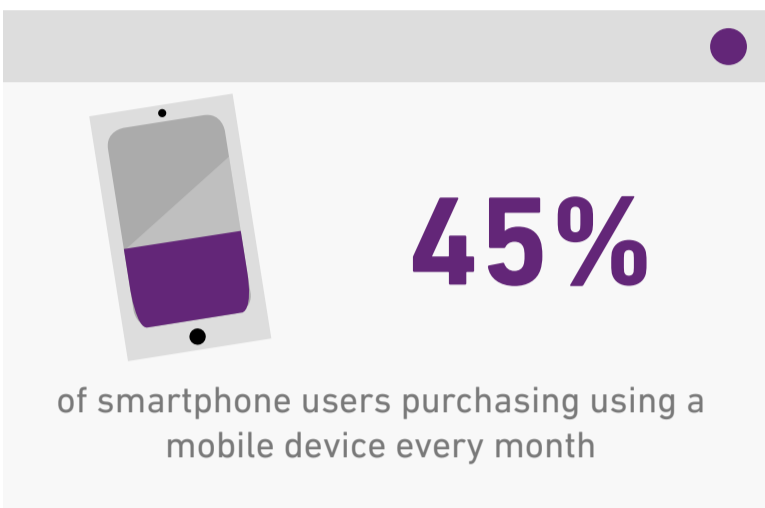
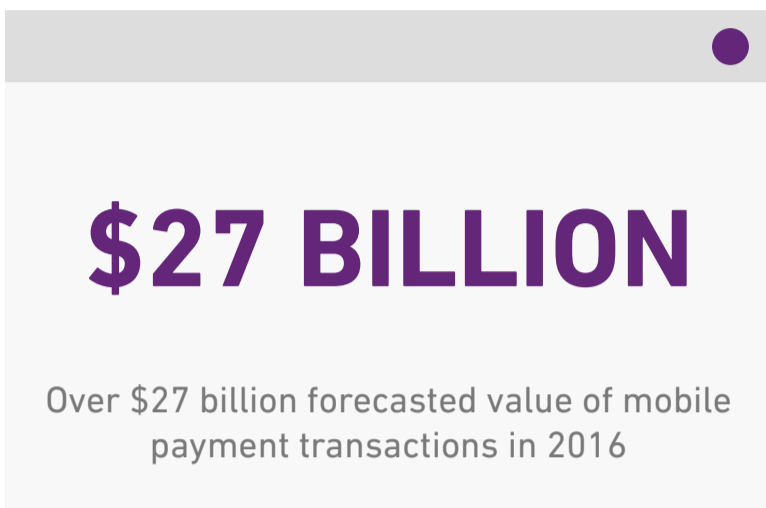
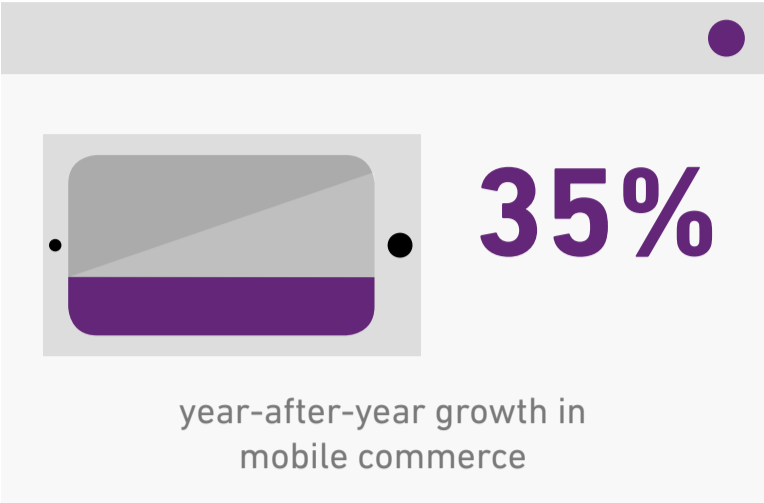
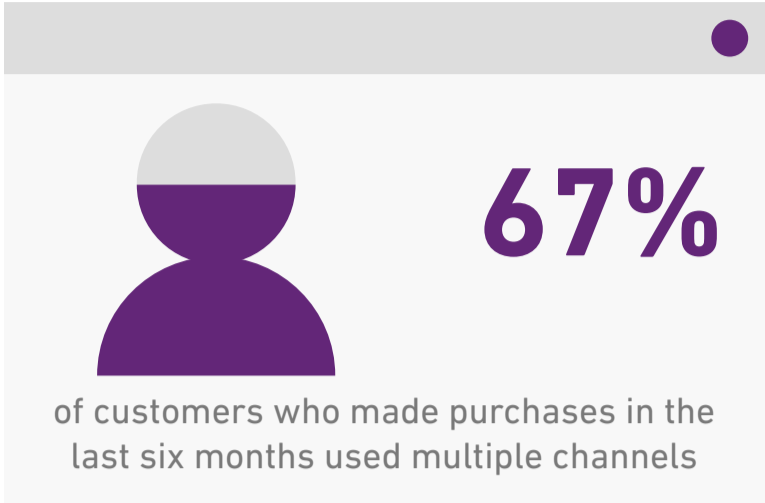


# The fraud status quo isn't as effective as it used to be...

Global trends are changing the way customers are doing business with you



## Fraud affects you, your customers, and your bottom line...

In an attempt to stay ahead of fraud, systems have become more complex, more expensive and even more difficult to manage. Which means more friction for your customers



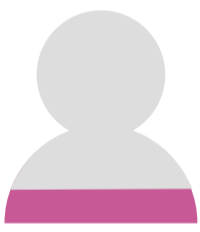
Costly to maintain



Difficult to manage



Cause customer friction



**30%**

30% of online customers are interrupted to catch one fraudulent attempt



1 in 10 new applicants may be an imposter using breached data

**\$40 BILLION**

ALL RESULTING in \$40 billion in declined sales annually

## We know that choice is important to you

It's why we designed Experian CrossCore to be the industry's first open fraud and identity platform. For the first time, you're in the driver's seat to choose the services you want, when you want them



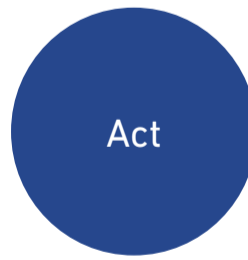
Start

Access through a common, flexible API



Connect

Turn on services through a single integration



Act

Respond better with strategy design and workflow capabilities

## The source of true strength isn't a fraud prevention fortress - it's all systems working together

With a future-proof way of managing your fraud and identity products, you can make sure your business runs smoothly and your customers stay happy

- > Enhance the customer experience
- > Catch fraud faster
- > Improve compliance
- > Modify strategies quickly

# CONNECT TO CROSSCORE



[experian.com/crosscore](http://experian.com/crosscore)