

# Isolate and prevent business identity theft with real-time fraud risk decisioning using Experian's Identity Velocity™ Attributes

Automate digital lending to small businesses with tools that catch emerging forms of fraud and minimize manual reviews

Despite a fluctuating economy, the market for small business lending continues to see exponential growth with record volumes of new business starts, and companies today are looking for faster, more efficient ways to mitigate fraud risk without compromising the experience for non-fraudulent applicants.

Identity Velocity, Experian's newest risk-based detection solution, uses attribute elements, like a business' name, zip code, and tax ID to deliver valuable point-in-time information on the small business entity itself.



**Business Entity Name**

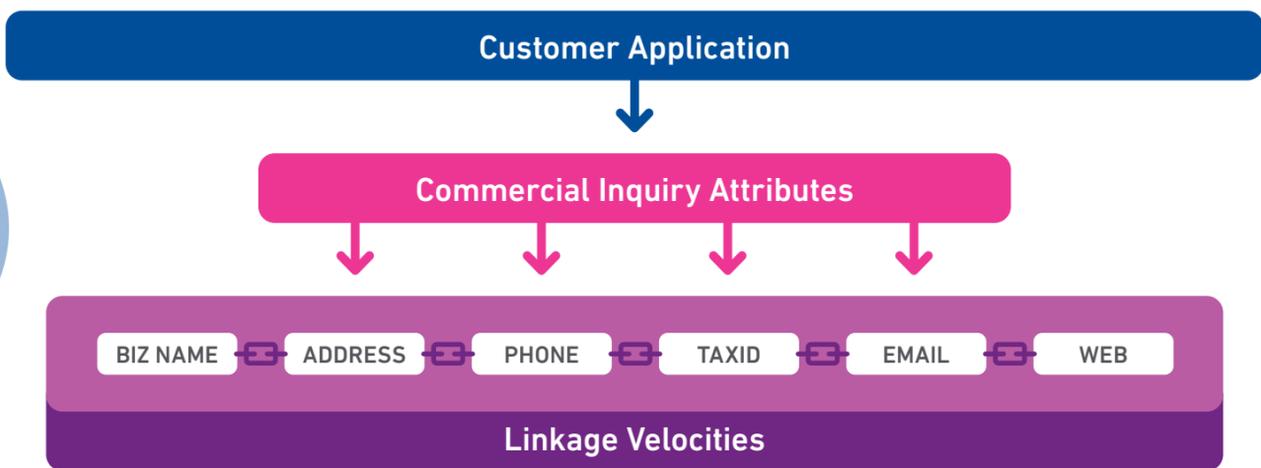


**Business Zip Code**



**Business Tax ID**

These trended attributes characterize a business entity's behavior over time, highlighting application anomalies, and sudden, unusual increases in application volume, to help risk teams spot fraud more efficiently. Plus, with millions of records added monthly, Identity Velocity incorporates up-to-date transactional data across a broad range of industries, providing unparalleled coverage and predictive value.



## Identity Velocity facilitates a frictionless customer experience for non-fraud applicants while effectively isolating identities with fraudulent intent

Connect with our experts today to learn how Identity Velocity can save you time and money.

### Let Experian help you on your automation journey

If you would like to learn more about Experian's Identity Velocity solution, part of the Sentinel™ Commercial Entity Fraud Suite, please contact an Experian representative at 877-565-8153 or visit [Experian Identity Velocity](#).

### About Experian's Business Information Services

Experian's Business Information Services is a leader in providing data and predictive insights to organizations, helping them mitigate risk and improve profitability. The company's business database provides comprehensive, third-party verified information on 99.9 percent of all U.S. companies, as well as on millions of companies worldwide. We provide market leading tools that assist clients of all sizes in making real-time decisions, processing new applications, managing customer relationships and collecting on delinquent accounts.

For more than 125 years, Experian has used the power of data to help unlock opportunities for businesses and consumers. With 20,000 employees in 44 different countries, Experian proudly offers blended data assets, giving you access to hard-to-find small and micro businesses. Funneling numerous data sources — including BizSource<sup>SM</sup>, member trade, non-traditional and consumer — our breadth and depth of information helps you fine-tune marketing efforts, identify new profitable customers, assess risk, improve data modeling, and conduct market research to break into new market segments.

[Click here to learn more about Experian's Identity Velocity solution](#)