

Ascend Fraud Sandbox



The **Ascend Fraud Sandbox** is not a fraud prevention tool — it is an intelligence platform designed to help financial institutions optimize fraud strategy and drive revenue growth. By unifying credit, fraud, and cross-industry data within a secure, always-on, self-service analytics environment, organizations can gain deeper visibility into fraud performance, identify behavior patterns, and build more effective strategies.

Rather than focusing solely on stopping fraudulent activity, the platform enables teams to measure, test, refine, and continuously improve fraud and identity strategies. The result is a more agile, data-driven approach to fraud optimization that helps organizations improve decision quality, adapt to emerging threats, and support long-term business growth.

What types of problems does the Ascend Fraud Sandbox solve?

- **Limited visibility into fraud performance**

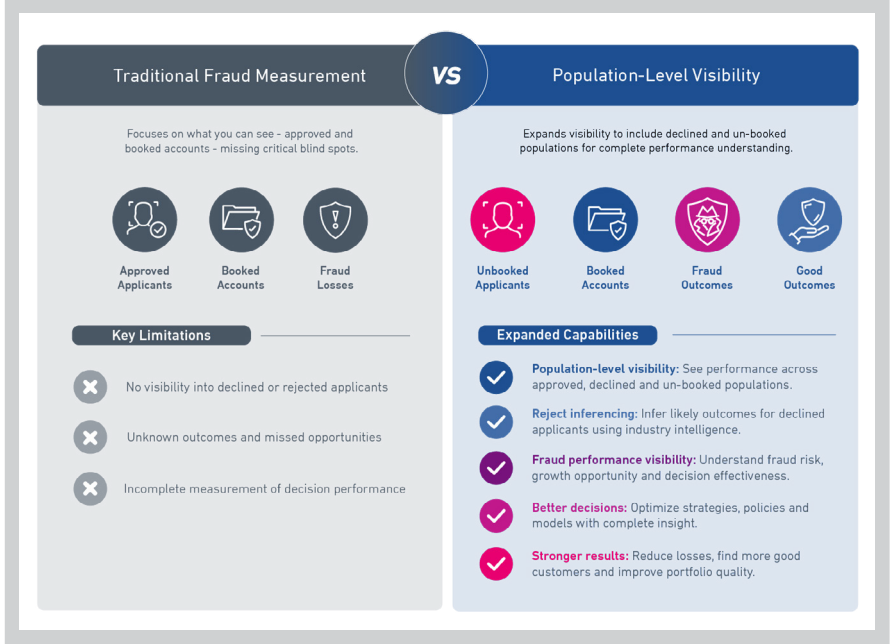
Most organizations can measure outcomes within their own environment but struggle to understand the full impact of fraud decisions across their entire applicant population. Ascend Fraud Sandbox expands visibility beyond traditional reporting, helping teams evaluate strategy effectiveness, uncover blind spots, and make more informed decisions.

- **Low confidence in identities**

Fraud teams often face an identity history gap, where important identity behavior exists outside the information available during a single interaction. Ascend Fraud Sandbox provides trusted identity intelligence and broader visibility, delivering a continuous view of identity that uncovers risks and improves decision quality.

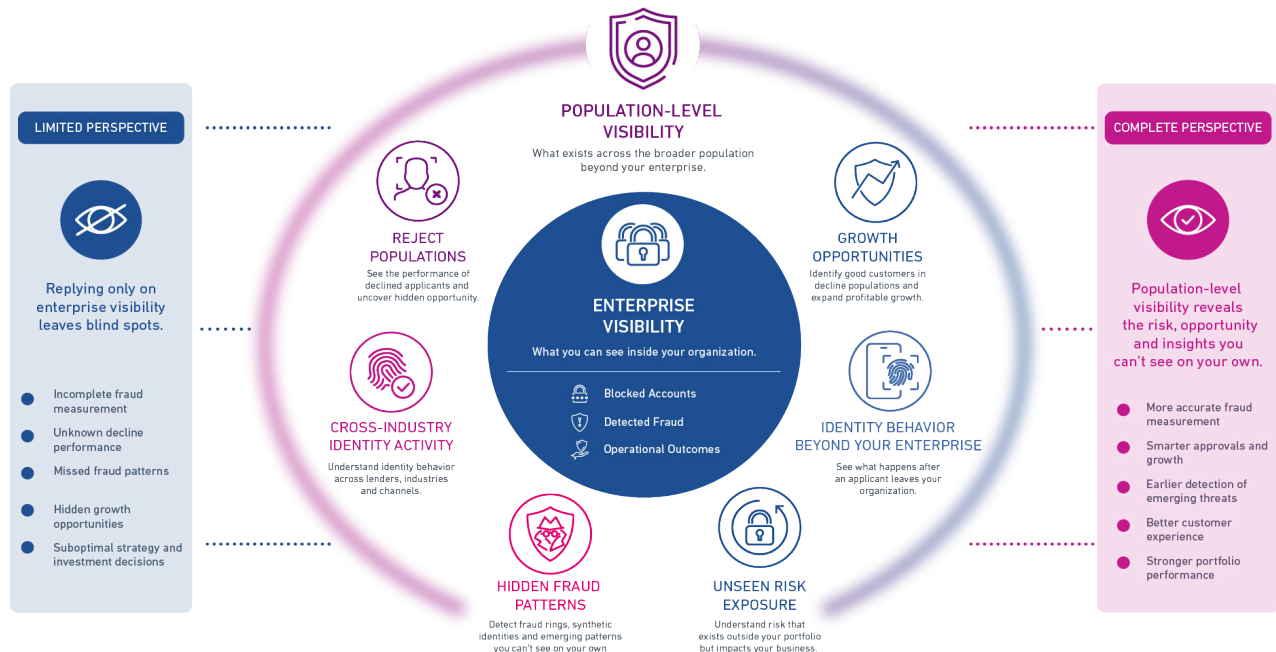
Traditional Fraud Measurement vs. Reject Inferencing

See the full picture. Measure performance across your entire population.



Enterprise Visibility vs. Population-Level Fraud Visibility'

See beyond your enterprise to understand the full picture of fraud risk and revenue opportunity.

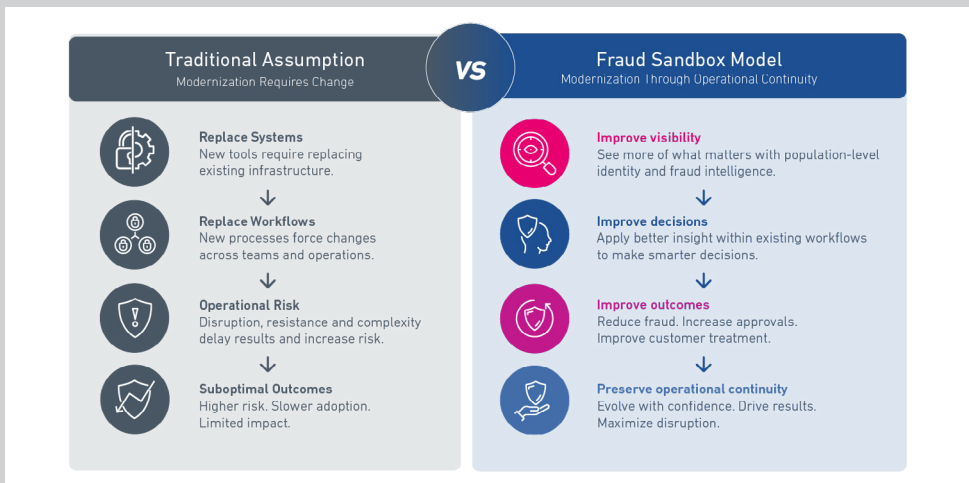


- Lengthy and reactive fraud strategy optimization**

Many organizations rely on periodic model refreshes and isolated improvement projects. Ascend Fraud Sandbox supports a continuous fraud optimization approach, enabling teams to identify opportunities, and operationalize improvements more quickly and consistently.

Modernization without disruption

Improve fraud performance while preserving the operations that drive your business.



- Uncertainty around false positives and customer friction**

Traditional frameworks provide little visibility into abandoned populations and the outcomes of fraud decisions. Through reject inferencing, Ascend Fraud Sandbox helps organizations evaluate decision accuracy, understand growth tradeoffs, reduce unnecessary friction, and improve both fraud and business outcomes.

- Pressure to modernize without disrupting operations**

Organizations recognize the need to modernize fraud decisioning but are often constrained by implementation risk, resource limitations, and operational dependencies. Ascend Fraud Sandbox allows organizations to modernize fraud decisioning while preserving the operations and systems that already drive their business. No rip and replace needed.

Value that the product delivers

- **Optimize fraud strategy, not just fraud detection**

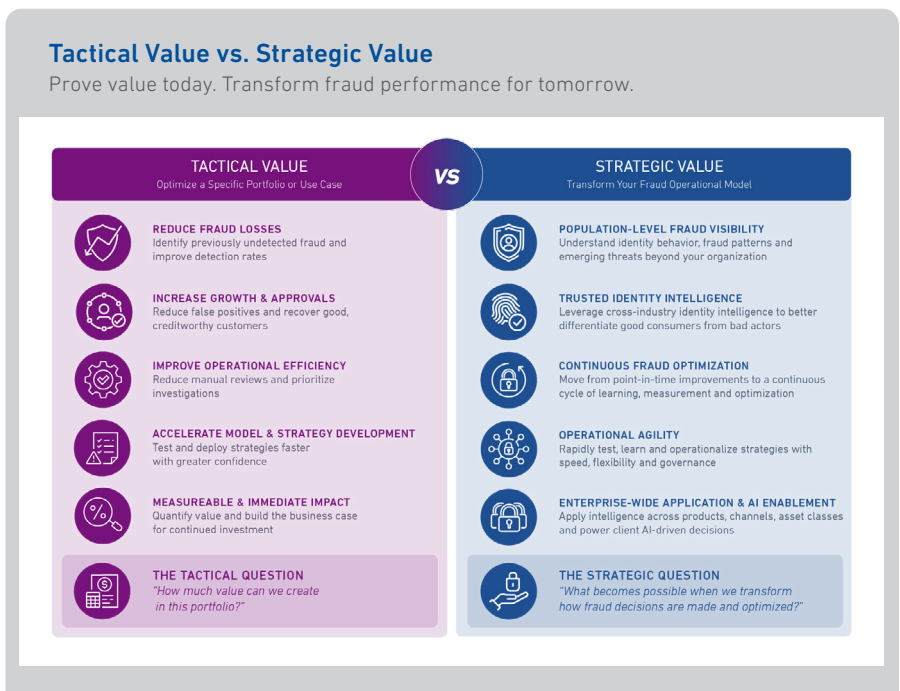
Move beyond identifying fraud to continuously measuring, testing, and improving fraud performance across the customer lifecycle. By combining enterprise data, identity intelligence, and advanced analytics in a single environment, organizations can uncover performance gaps while accelerating the development and deployment.

- **Expand visibility beyond enterprise boundaries**

With access to unique cross-industry data you gain visibility into prior identity activity across a 10B+ identity ecosystem, allowing you to reveal fraud, identity, and performance insights that are not observable today.

- **Accelerate analytics and decision-making**

Reduce the time required to develop and operationalize new strategies by providing an always-on, self-service analytics environment. Data science, fraud analytics, and strategy teams can rapidly access data, test hypotheses, evaluate performance, and move insights into action without relying on lengthy development cycles or competing IT priorities.



- **Improve growth and fraud outcomes simultaneously**

By evaluating outcomes associated with frictioned and abandoned populations, organizations can identify false positives, optimize customer treatment strategies, and balance fraud prevention with revenue growth objectives.

- **Enable fraud modernization without disruption**

Organizations can enhance decision-making, identify modernization opportunities, and continuously improve fraud performance while preserving existing operational processes and technology investments.

A strategy platform, not a point solution

The Ascend Fraud Sandbox is not a fraud prevention tool. It is an **intelligence platform** that enables financial institutions to **optimize fraud strategy and drive revenue growth** for long-term success — unifying credit, fraud, and cross-industry data inside a secure, always-on, self-service analytics environment.

- **Fraud prevention tools stop transactions; this platform shapes strategy.** It gives data science and risk teams the environment to design, test, refine, and deploy fraud and identity strategies — turning fraud decisioning from a reactive control into a continuously optimized business lever.

- **Cycle times collapse from months to days.** Models, attributes, and strategies move from concept to production in days rather than the typical 6–12 months, with **60 days from data load to production-ready analytics** demonstrated in client work.
- **Always-on, self-serve, embedded in workflows** — so strategy iteration becomes a standing capability, not a project.

Experian® Ascend Fraud Sandbox

Built for long-term optimization

Flexible deployment via Experian or third-party orchestration APIs means strategies reach production faster and evolve continuously. This also provides a compounding advantage, where every iteration improves approval economics, fraud capture, and customer experience together — growing the value over time rather than plateauing at a fixed fraud-loss reduction.

To find out more about Experian Ascend Fraud Sandbox, contact your local Experian sales representative or call 1 888 414 1120.