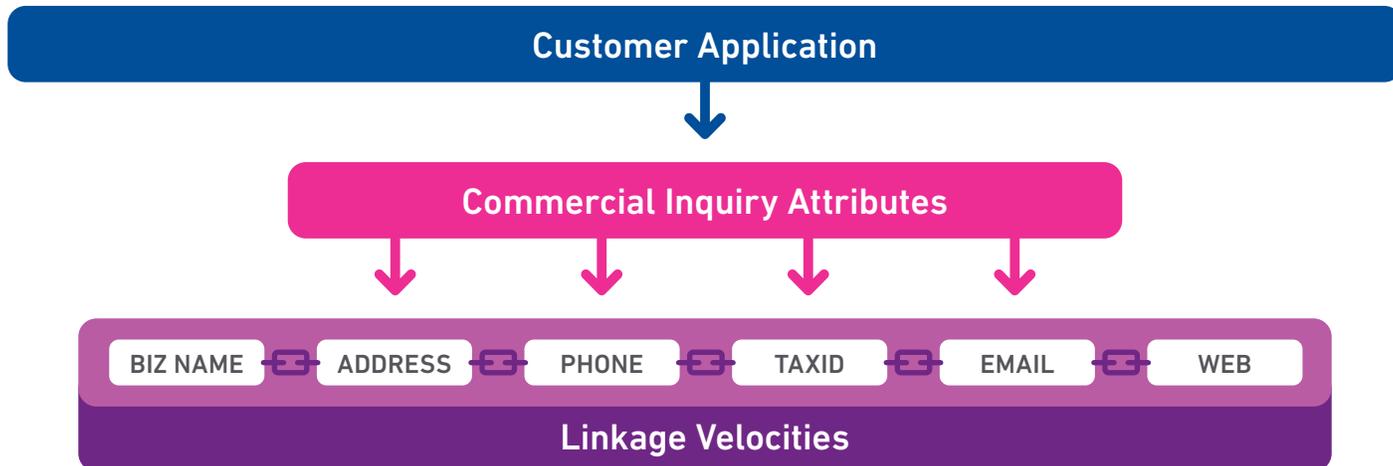# Identity Velocity

Real-time fraud detection

Social engineering and business email scams have exposed millions of online businesses to fraudsters around the world, which has created an unprecedented amount of fraud risk. Experian has developed a new approach to business identity theft detection using cutting-edge data tools and services. Today, companies seeking the most comprehensive fraud detection can leverage Experian's Identity Velocity Solution. This capability helps businesses offer products with a frictionless customer experience for non-fraud applicants while not compromising the ability to identify fraudulent intent.

Identity Velocity (IV) is Experian's newest risk-based, detection tool that provides trended attributes that looks back starting 15 minutes ago. While traditional attributes provide valuable point-in-time information on a small business, trended attributes characterize a small business' behavior over time. This solution evaluates business' identities and associated identity elements via a vast attribute repository, revealing up-to-date fraud threats associated with inconsistent or high-risk use of relevant identity elements. By identifying how often various identity elements have been used together, we can predict the risk of a current transaction.

Customer Application

↓

Commercial Inquiry Attributes

↓   ↓   ↓   ↓

| BIZ NAME | ADDRESS | PHONE | TAXID | EMAIL | WEB |

Linkage Velocities

How we address market challenges

Rank order by fraud risky — Identity Velocity uses a highly predictive model to link inquiries by customer helping you quickly prioritize accounts for review, based on identifying riskier accounts, and assigning the appropriate treatment strategy.

Cost-effective solution — Identity Velocity reduces time and cost by assessing the likelihood that a customer's identity has been compromised based on the comprehensive link analysis over a period of time through automation, mitigating the manual review process.

Visibility of customer activity across industry — Identity Velocity monitors changes across your portfolio for identity theft or compromise providing identities with sudden increases in risk level. Having the cross-industry view gives businesses the full picture to ensure the capture of applications filled out by good and bad accounts using specific data sets.

Benefits of Identity Velocity

Experian's transactional data repository provides unparalleled coverage and predictive value. With millions of records added monthly, Identity Velocity's attributes incorporate up-to-date transactional data across a broad range of industries.

- **Reduce fraud risk and potential losses using actionable insights which analyzes applicant's credit seeking intent** — Experian's comprehensive data set brings real-time inquiry data, signaling these customers are currently looking to borrow money.

- **Reduce cost and increase flexibility** — Faster real-time decisioning of applicants giving you the ability to improve identity theft protection.

- **Ability to enhance client internal models using fresh, accurate and relevant data for greater predictive performance** — Integrating trended attributes into models and strategies provides a new perspective in how you identify and respond to risk.

- **Identify specific types of fraud** — Ability to identity the account onboarding risk by fraud type to differentiate your fraud strategy from third-party fraud to loan stacking.

- **Improve customer experience with higher approval rates by facilitating reviews and reducing investigation times through automation** — Beat fraudsters early on in the application process with an automated workflow saving time and capital, while increasing growth and gaining confidence through increased approval rates.

Let Experian help you on your automation journey.

If you would like to learn more about Experian's Identity Velocity solution, please contact an Experian representative at 877-565-8153 or visit **www.experian.com/commercial**.

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^{SM}, 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.