LexisNexis®

RISK SOLUTIONS

LexisNexis® Risk Solutions Helps a Leading Gambling Company Recognize Punters Looking to Unfairly Game the System

LexisNexis Risk Solutions dynamic digital identity intelligence differentiates fair punters from unwanted fraudsters in real time

AT A GLANCE

COMPANY

A Leading Gambling Company

REQUIREMENTS

- Identify punters who:
  - » Are involved in corruption scams such as match fixing or fraudulent play.
  - » Are continually placing bets that manipulate the market.
  - » Have previously been blocked but are attempting to reengage in play with stolen, spoofed or borrowed credentials.
- Ensure that good punters can play fairly and are not penalized by the behavior of bad players.
- Detect and block players from restricted locations, such as regions where online gambling is illegal.

SOLUTION

Leveraging LexisNexis Risk Solutions digital identity intelligence, this gambling company can detect problem behavior in real time, before a bet is placed. LexisNexis Risk Solutions helps the company detect returning devices associated with problem punters, new account creations registered with stolen or spoofed identity credentials, and unusual patterns in payment transactions.

BOTTOM LINE

- Identification of problem punters increased by 50%.
- Detection and blocking of unwanted play in real time, without affecting the online experience of good gamblers.

Overview

This gambling company has a reputation as one of the most trusted brands in the industry. The brand has a strong ethos of upholding fair play practices, relying on detecting and blocking behavior that jeopardizes company reputation or the enjoyment of its many trusted customers.

It offers sports betting products online, by telephone and on mobile devices, which now account for a high percentage of overall transactions.

With LexisNexis® Risk Solutions, it can:

- Provide a better online service to its large base of trusted, returning customers.

- Maintain a fair-play environment for all gamblers.

- Identify and block problem returning punters in real time to reduce unfair and fraudulent play.

- Access a huge repository of global shared intelligence from the LexisNexis® Digital Identity Network® to better differentiate between good and bad gamblers.

Business Problem

As online gambling grows in popularity and prevalence, it continues to attract a larger and more committed group of players. The vast majority of these are good, responsible gamblers who enjoy a regular flutter. However, the industry also attracts its fair share of punters who are looking to game the system, either through small time bonus abuse or fixed odds betting, through to large-scale fraudulent syndicates involved in match fixing and insider fraud.

At times, this kind of play can be compounded by the availability of new and evolving technologies that provide problem players with the cloak of anonymity to help them go undetected, hiding beneath stolen identities, spoofed devices and VPNs.

The company was looking for a solution that could help it identify and block problem players, whether they were first-timers, or those who were consistently reoffending, perhaps under the guise of a new identity.

"With intelligence from LexisNexis® Risk Solutions we can identify the return of problem players in real time, blocking their transactions before they are processed. This may be players involved in unfair or fraudulent betting practices, or punters from regions where online gambling is illegal."

—Fraud Risk Manager

The Power of Digital Identity Intelligence to Detect High-risk Events in Real Time

The company harnessed intelligence from the LexisNexis® Digital Identity Network® to better identify problem gamblers before they placed a bet. The Digital Identity Network crowdsources intelligence from millions of daily consumer interactions including logins, payments, and new account applications across thousands of global businesses.

Using this information, LexisNexis Risk Solutions creates a unique digital identity for each user by analyzing the myriad connections between devices, locations, and anonymized personal information. Behavior that deviates from this trusted digital identity can be accurately identified in real time, alerting the company to players who may be using stolen identity data, obfuscating their location or spoofing a device to go undetected.

Key Features of the LexisNexis® ThreatMetrix® Solution

- **Smart ID** identifies returning users that wipe cookies, use private browsing, and change other parameters to bypass traditional device fingerprinting tools. Smart ID improves returning user detection and reduces false positives. Derived from the analysis of many browsers, plug-in, and TCP/IP connection attributes, Smart ID generates a confidence score that detects multiple fraudulent account registrations or log in attempts.

- **Deep connection analysis technologies** give the company a clearer view of suspicious events. Players attempting to place a wager from a restricted location may attempt to hide behind location and identity cloaking services such as hidden proxies, VPNs and the TOR browser. With Proxy piercing technology, LexisNexis® Risk Solutions examines TCP /IP packet header information to expose both the Proxy IP address and True IP address. These techniques help the company comply with gambling regulations to block play from restricted locations.

- **Trust Tags** are digital labels that enable businesses to define, categorize, tag and differentiate between good and bad users, devices, locations or personas. Trust can be associated dynamically with any combination of online attributes such as devices, email addresses, card numbers or any other attributes involved in accepting, rejecting or reviewing a transaction.

- **LexID® Digital** helps businesses go beyond simple device identification by connecting the dots between the myriad pieces of information a user creates as they transact online and looking at the relationships between these pieces of information at a global level and across channels/touchpoints. LexID Digital comprises a unique digital identifier, a confidence score and a visualization graph for each connecting user, which together act as a benchmark for the trustworthiness of current and future transactions.

For more information,
call 866.528.0780 or visit risk.lexisnexis.com/FIM-EN