



Detect more fraud and minimize friction with a 360-degree view of identity risk

As customers transact with your business across multiple channels, cybercriminals use bots and synthetic identities to launch increasingly sophisticated attacks. LexisNexis® FraudPoint® with Digital Insights combines physical and digital identity intelligence to deliver a comprehensive view of identity fraud risk— so you can quickly differentiate legitimate customers from fraudsters with minimal friction.

### Identify fraud before it impacts your business

LexisNexis® FraudPoint® Solutions is an industry-leading analytic scoring suite that provides real-time identity intelligence and pattern recognition to help businesses effectively detect fraudulent applications and reduce fraud losses.

By leveraging data points from billions of online and offline transactions, FraudPoint with Digital Insights helps your business:



Uncover anomalies and other high-risk behavior that are indicative of fraud



Reduce onboarding delays and streamline approval decisions



Minimize friction for legitimate customers across every channel



Equip investigative resources with actionable insights on the most pertinent risks



Pinpoint the unique risks posed by emerging and thin-file identities



Combat evolving cybercrime threats like bot attacks and synthetic identities

### Capture stronger risk visibility with comprehensive identity insights

FraudPoint Solutions combines one of the nation's most advanced identity data repositories with LexID®, our advanced linking technology, to deliver a holistic view of customer identity risk. Uncover high-risk fraudulent activity and better understand your customer with the power of a dynamically calculated fraud risk score and targeted identity risk indices. Predict and prevent identity fraud by leveraging 380 model-ready, highly predictive fraud attributes built to quickly assess both the application input elements and the actual subject of the application.

FraudPoint with Digital Insights includes a secondary digital score and an additional set of digital attributes that enable your business to assess fraud risk signals with:

- **Global shared intelligence** from millions of daily interactions across accounts, locations and times
- **Digital footprints and device markers** captured across the entire customer lifecycle
- **Online intelligence** on emerging and hard-to-detect synthetic identity fraud schemes, across a full spectrum of industries and use cases

# Detect more fraud with deeper data coverage

FraudPoint with Digital Insights empowers your business with a 360-degree view of customer identity risk:

## Physical Identity Intelligence

Our robust identity repository is comprised of over 34 billion records from more than 2,000 sources and continuously evolves to reflect the latest trends in identity manipulation. We actively add millions of records per day from a variety of sources that include:

- Tri-bureau credit files
- LexisNexis® Customer Network
- Utility and telephonic data
- LexisNexis® Fraud Defense Network: reported or derived fraudulent events

## Digital Identity Intelligence

The Digital Identity Network® analyzes more than 100 million events per day and contains more than 1.4 billion unique online identities and behaviors. Ranked as one of the industry's largest online repositories of digital identities, it includes intelligence from:

- Web and Mobile Device identification
- Geolocation and detection of IP spoofing, proxies, VPN and TOR
- Online account behaviors and activities
- Bot and malware threat intelligence

## Effectively combat fraud without compromising the user experience

FraudPoint helps you reduce false positives and increase captured frauds while keeping the customer in constant focus. With the FraudPoint dual score strategy, you can swap out applicants with low digital risk and swap in or remediate applicants with high digital risk.

With the advantage of the industry's largest contributory Digital Identity Network, LexisNexis® Risk Solutions is uniquely positioned to provide a holistic and accurate picture of the true customer identity. By fully integrating physical and digital data assets, the LexisNexis® FraudPoint® Solutions suite enables you to confidently detect and investigate risky customers without adding friction or additional cost. Put the advantage of comprehensive digital insights to work in your fraud defense strategy with FraudPoint® with Digital Insights.

## Expand fraud risk insight with an integrated view of the consumer identity

### Powerful Physical Data Insights

#### FraudPoint® Score and Attributes

- Predictive 300 to 999 score range
- Six fraud type indices
- Up to six warning codes
- More than 380 model-ready attributes



### Deeper Digital Data Insights

#### FraudPoint® Digital Score and Attributes

- Predictive 300 to 999 score range
- Up to six warning codes
- More than 150 model-ready attributes

<https://risk.lexisnexis.com/products/fraudpoint>

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#### About LexisNexis Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX Group (LSE: REL/NYSE: RELX), a global provider of information and analytics for professional and business customers across industries. RELX is a FTSE 100 company and is based in London. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com), and [www.relx.com](http://www.relx.com).

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