

LexisNexis® BehavioSec®

# Way to spot a leading behavioral biometrics SOLUTION



### Accurately **Recognize Genuine** Customers

Sophisticated solutions will help you recognize returning customers and improve trust across devices.

Mainstream behavioral biometrics solutions will help you detect anomalous behavior, such as bot activity vs human activity. However, most technologies cannot verify individual users. A sophisticated tool will not only help you answer the question "is this a human?" but also "is this a genuine user?" or even better: "is this the

person who they say they are?"

## Enable **Unique** and **Superior** Behavioral Intelligence

Behavioral biometrics is a powerful solution which adds an additional layer of defense to your businesses' existing security measures. Combined with digital identity intelligence, it

can dramatically improve the ability to verify trusted events across the journey without causing unnecessary friction. The clear-box approach allows customers to

take action on attributes and scoring.





# **Access** Insights from Day One

differentiate between normal or suspicious behavior as early as the first user interaction. Combining behavioral biometrics with leading

Advanced behavioral biometrics can help

digital identity intelligence also enables insights from historic digital identity footprint, usual usage of devices, location, other data points and advanced machine learning.







friction and enjoy powerful online experiences, while simultaneously placing you in a strong position to respond as needed to real risks and user anomalies.

# **Devices** Consolidate identity and behavioral insights across all

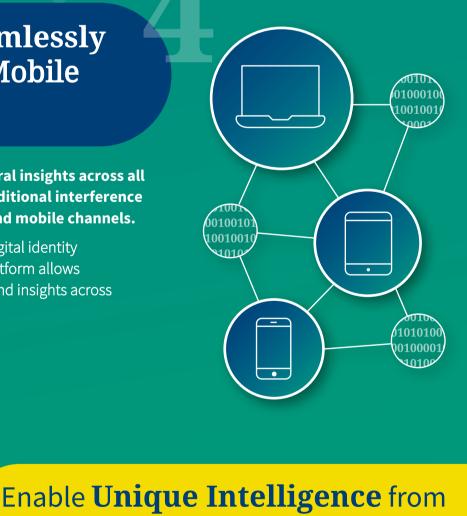
Analyze **Data Seamlessly** 

Across Web and Mobile

Having behavioral biometrics and digital identity intelligence combined in a single platform allows businesses to unleash information and insights across

in their experience in both web and mobile channels.

channels like never seen before.



#### a Global Crowdsourced Network Behavioral biometrics and digital identity intelligence work passively behind the



while allowing customers to freely navigate through their digital journeys. By joining a global contributory network, businesses can access identity intelligence behind billions of transactions, allowing them to make even more confident risk decisions.

scenes, enabling world-class fraud protection

Discover the Power of

LexisNexis® BehavioSec®



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