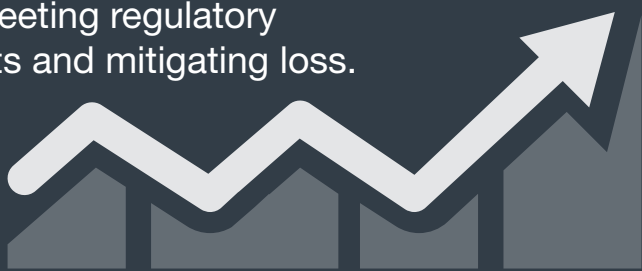


# Five Steps to Detect and Deter Fraud

Managing your fraud and high risk workflow can be difficult because it requires balancing the competing priorities of optimizing the customer experience, minimizing operating expense, meeting regulatory requirements and mitigating loss.

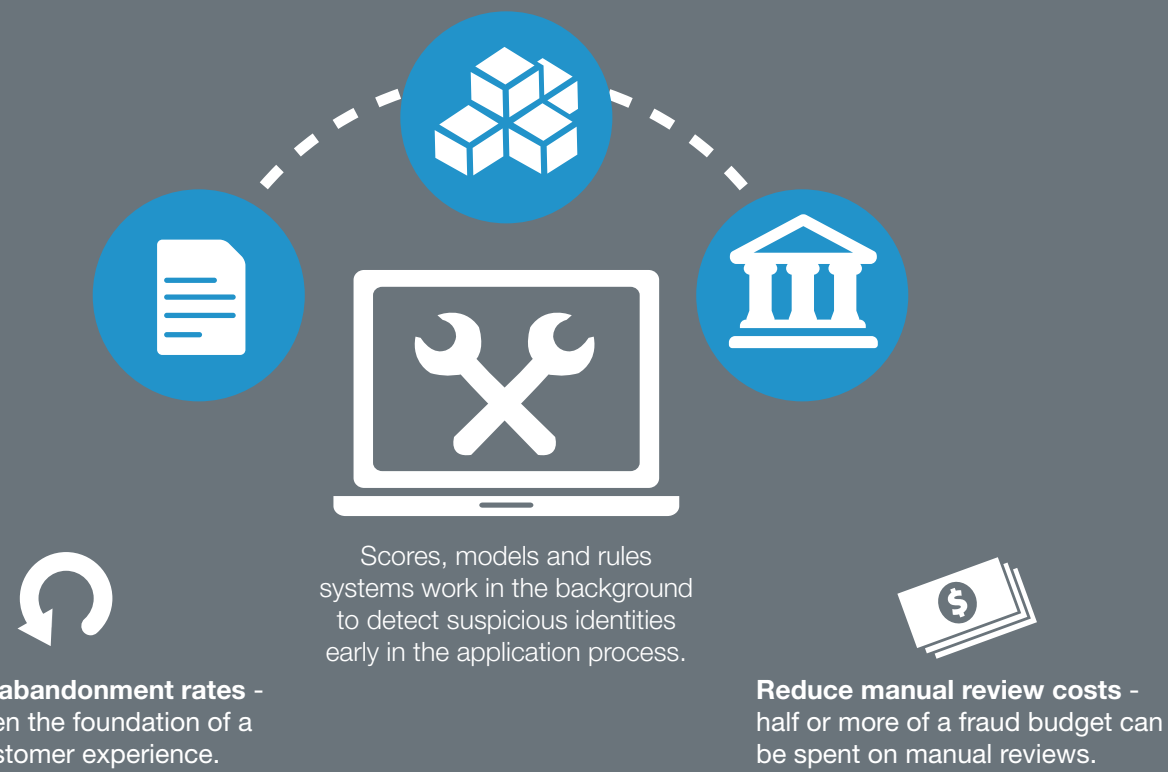
In 2017, 6.64 % of consumers became victims of identity fraud, an increase of almost

**1 Million Victims**  
from the previous year



Javelin Strategy & Research, 2018 Identity Fraud Study

## 1 Start with Frictionless Tools



## 2 Understand Analytics and Big Data

Leverage proprietary, up-to-date data sources, and use predictive modeling and sophisticated analytics to discern unusual behavior patterns.



Equifax Data:

- 220M** Consumers
- 30M** Businesses
- 400M** Billing Accounts
- 108M** Public Records



Verify over **500 million** identities each year in the U.S. alone



Identify **230+ million** individuals in the U.S.



Complete more than **1 million** new financial account openings in the U.S. each day



Process **3+ million** real-time transactions worldwide each month

## 3 Incorporate Customer Data

Take advantage of your own customer data to verify identity elements against past identity history.



Research with customer data shows that:

**Validation** rules which isolate high-risk variables capture about

**20%** of fraud.\*

**Rules** highlighting lack of consistency within an application catch about

**25%** of fraud.\*

**Matching** rules capture about

**55%** of fraud overall.\*

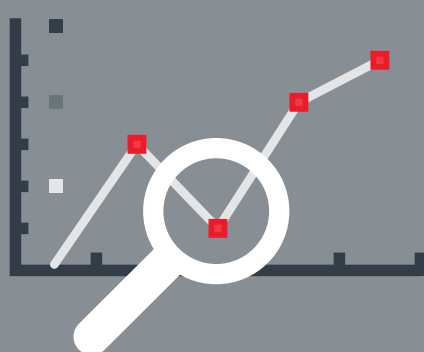
\* Internal studies are based on individual company data. Each organization's fraud situation and results from fraud prevention tools will vary.

## 4 Learn From Data Exchanges and Consortia

Use the power of a network of similar companies to share fraud-detection information.



Recognize fraud patterns and tactics early and adapt your rules to capture new fraud techniques.



Isolate fraudulent identities "in play" across your industry before fraud happens.

## 5 Embrace System Flexibility

Quickly react to new trends and ever-changing tactics, follow fraud patterns, identify fraud patterns earlier, and control false positives.



Update fraud strategies immediately to adapt to changing fraud trends.



Gain control over building, testing and implementing rules.



Integrate fraud detection measures into the decisioning process in real-time.



# FraudIQ® Manager

A complete fraud management solution for advanced defense against account opening fraud and for improved efficiency in fraud management processing.



For more information, please contact:  
877.262.5261  
[equifax.com/business/prevent-fraud](http://equifax.com/business/prevent-fraud)

Identify and focus on the potential frauds that carry the most risk to your business.

FraudIQ Manager gives analysts and investigators detailed information on potential frauds and helps manage strategies in realtime.

