



**EQUIFAX**<sup>®</sup>

## FraudIQ<sup>™</sup>

FraudIQ delivers unmatched fraud intelligence — the largest and most comprehensive in Canada — helping members detect and prevent billions in fraud losses annually.

**FraudIQ<sup>™</sup>** is a cloud-based platform that helps you make faster, more informed decisions on new account applications. Using sophisticated analytics, backed by the power of Canada's largest known fraud exchange, FraudIQ provides access to an unparalleled repository of shared multi-sector fraud signals. Fraudsters don't stay in one industry; our multi-sector data protects across industry lines to benefit the entire Canadian ecosystem.

### Key challenges facing your business today



**High cost of operations.** Manual processes, multiple vendors hosted on different platforms, and different integrations can increase costs and consume a big share of your resources.



**Large losses due to fraud.** Direct fraud loss is just the tip of the iceberg. (In fact, for one of our customers, the total cost of fraud was 4X the identified loss.) Equifax intelligence is the protective wall that prevents an estimated **\$3B** in annual fraud losses.



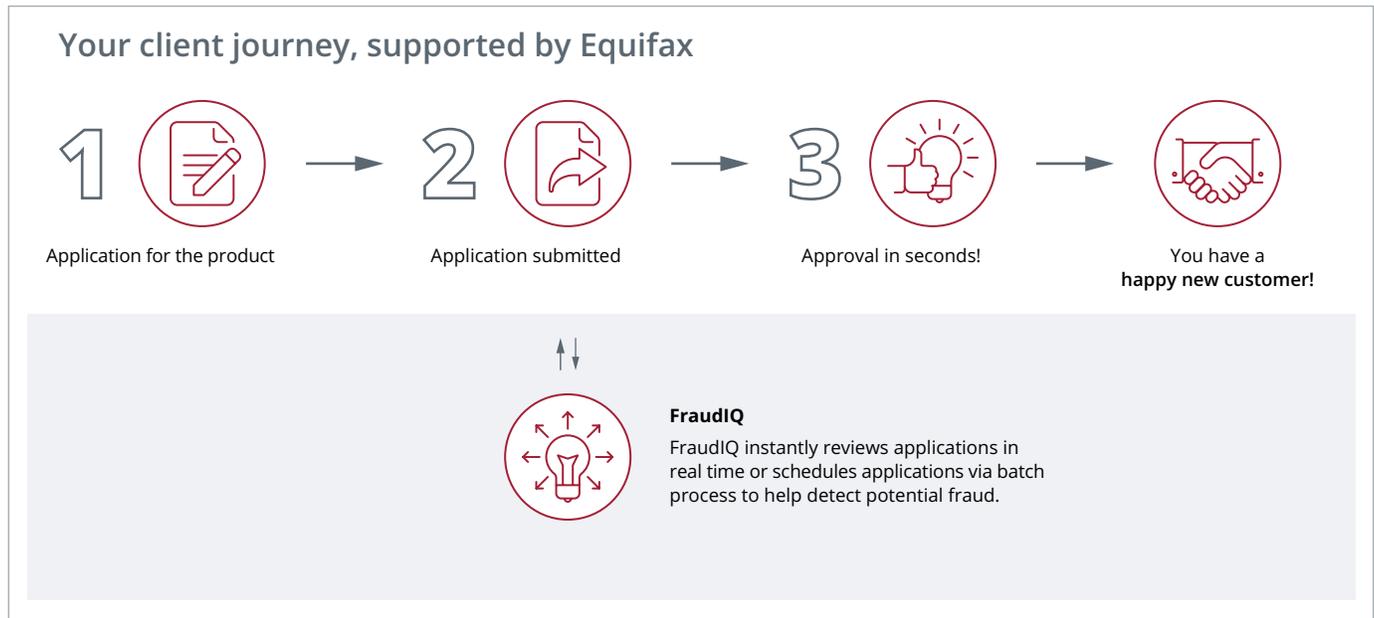
**Consumer experience and brand reputation.** Customers want an application process with less friction, but no company wants to fall victim to a fraudster. How do you balance these two important considerations?

- More than **15 years'** experience\*.
- Relied upon by all of the largest financial institutions in Canada.
- Equifax data helps detect an estimated **\$3B** in fraud loss annually across the country.
- Handles **30 million+** financial transactions through the FraudIQ platform every year.

**FraudIQ** gives you access to proprietary Equifax data and data from our unparalleled FraudIQ Exchange which includes known fraud data from major Canadian banks, financial services, telcos, and other industries including auto and insurance. Plus, leverage a host of standard features including a powerful analytics engine, dashboards and reporting capabilities, and customizable logic.

**How it works:**

Give your customers an easy three-step client journey with the FraudIQ platform.



**Key benefits**

**Rich data ingestion meets advanced data analytics**

- FraudIQ Exchange consortium, the largest known fraud exchange in Canada
- Analytics that leverage fraud information across industries
- Ability to integrate third-party provided data
- Flexible rule set to customize your fraud strategy

**Leverage AI to help you capture more fraud**

- Our AI-driven Precision score has allowed a large financial institution to identify 83 per cent more potential fraud cases per month, while another slashed manual investigations by 50 per cent.
- Precision delivers cleaner data immediately. One FraudIQ member saw a 20 per cent reduction in false positives within just two months of custom deployment.
- Help capture more fraud while streamlining your legitimate customer applications to be more profitable.

**Real-time computing**

- SaaS-based, cloud-hosted, identifying more fraud while focusing on riskier applications through the use of our flexible rule set
- Single API Gateway to access our rich data ecosystem
- Data-to-decision in seconds to ensure the client is legitimate

**Improved customer experience and operational efficiency**

- Help detect and fast track more good clients in real time and batch
- Minimize operational burden by reducing false positives and increasing fraud detected

**Need more? Explore these optional value add-ons†**

**Echo (Advanced Decision Orchestration):** Assists in improving operational efficiencies by communicating decisions from FraudIQ to your internal application processing systems.

**Custom Precision Models:** Leverage Equifax data science experts and the power of machine-learning to develop models specific to your organization's fraud strategy.

**Single Sign On:** Manage your own access security policies and create a better user experience by allowing users to access FraudIQ without the need for separate user credentials.

**Dual Approval:** Help identify and protect against unauthorized changes and potential threats from insiders by requiring second-party authorization for proposed changes.

As fraud continues to evolve, FraudIQ helps you make proactive, smarter decisions in order to help minimize fraud losses before they hit your bottom line.

**Schedule a demo today.**



**1.855.233.9226 • [equifax.ca/business](https://equifax.ca/business)**

\* Across all Equifax Canada fraud prevention platforms

† Optional services/add-on features are available at an additional cost and may require customers to agree to additional terms and conditions.