

# SafeID Verification Score<sup>SM</sup>

## The Challenge

Mitigating risk and fraud is a constant concern for all businesses, and validating the identification of potential customers is often the first line of defense. The business challenge is to accurately and efficiently validate as many potential customers as possible, without turning away “good” customers.

## Our Solution

The SafeID Verification Score™ solution is the next-generation identity-verification solution, resulting in the culmination of years of research. Hundreds of billions of data points were analyzed to determine the right mix of data for the predictive analytic models and decision (scoring) engine. This is the reason that First Data can provide a decisive, actionable risk score on 100 percent of the transactions that pass through the SafeID Verification Score solution.

With a more complete picture of your potential customers, you can reduce the fraud risk in your new account application process, manually review fewer files (by as much as 75 percent) and turn away fewer “good” customers. You can approve more accounts with confidence and less effort and improve your top and bottom lines.

The SafeID Verification Score solution also provides a wealth of alerts informing you of high-risk identity attributes and helps support compliance with the FACT Act, USA Patriot Act, Bank Secrecy Act and other federal regulations.

## How It Works

The system has three powerful components that work together to deliver one definite decision.

### 1. Verification

Providing the very best in verification requires looking at comprehensive and varied data sources. The SafeID Verification Score solution looks at multiple sources of credit bureau headers, phone and utility directories, cell phone directories, direct mail customer information sources, as well as various change-of-address directories. This information is updated constantly—some sources daily. By building out a network of sources both wide and deep, the SafeID Verification Score solution is able to verify more information than traditional verification providers.

### 2. Access-Point Intelligence<sup>SM</sup>

In a new account setting where there is an address discrepancy present, the very best traditional verification solutions can verify the address on only about 50 percent of transactions. To get to 100 percent requires a look at the access points associated with the consumer. To discover this information, the SafeID Verification Score solution accesses dozens of sources to feed ID Insight's Access-Point Intelligence technology, including:

*Demographics* – When receiving transactions with an address, the system looks at all available household and area-level statistics related to the address. This includes data on age, income, length of residence and credit activity.

*Criminal Index* – Derived from white-collar crime statistics, analytics can measure the criminal tendency for the particular address.

*Address Statistics* – This includes all the statistics related to the address itself, including what kind of structure it is, whether it is residential or commercial, whether the address has been associated with known fraud, whether the address is used seasonally, and more.

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*Velocity* – Every event that is seen by the system is tracked, updating the overall risk profile for each access point; including phones, addresses and more.

## 3. Scoring

The verification and risk profile information are fed into the SafeID Verification Score™ analytic engine, where 100 percent of transactions are scored according to their level of risk. These scores were developed from known fraud and identity theft cases from some of the nation's largest financial services companies. Where there are billions of pieces of information to analyze, scoring is the optimal way to summarize all these various points into a score that is both meaningful and actionable.

## Features

- \* Taps a diverse and massive network of consumer information
- \* Mines billions of name, address, phone, SSN and DOB records
- \* Uses sophisticated matching logic
- \* Fills the most common gaps left by stand-alone verification systems
- \* Investigates non-traditional data sources
- \* Provides link analysis between individuals and their various access points
- \* Instantly translates raw data into real insight on 100 percent of inquiries
- \* Allows users to set score limits based on business rules and risk tolerance
- \* Consistently isolates the relatively small fraction of transactions that are genuinely high risk
- \* Customers access the SafeID Verification Score<sup>SM</sup> system via Web, XML and Batch

## Benefits

- \* Pinpoints the most credible information for the individual in question
- \* Ensures better quality matches
- \* Provides more conclusive results than other identity verification solutions, enabling you to increase verification rates
- \* Scalable, fast and flexible
- \* Turnkey implementation for immediate payback
- \* Enhances both your top and bottom lines with reduced staffing levels
- \* Improves efficiency by streamlining your verification process
- \* Helps prevent fraud and reduce operating costs while capturing more business
- \* Supports cost-effective compliance with FACTA Red Flag Rules, USA Patriot Act, OFAC and “know your customer” regulations

## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your  
First Data Sales Representative  
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