Protecting Online Merchants

IdentityMind™ is an on-demand platform tracking Internet identities and providing next generation risk management and anti fraud services for online commerce. We eliminate fraud through a unique and comprehensive technology that collects and verifies individuals' "electronic DNA" (eDNA™) within the e-commerce ecosystem.

Offered as Software as a Service (SaaS), this state-of-the art anti-fraud system detects in real-time transaction fraud, identity theft, account takeover, account creation and overall fraudster behavior.

Better yet, we are able to recognize fraud that other providers cannot uncover. And we can pinpoint fraud that may be a sign of broader and more harmful systemic activity. Plus we do all this while cutting back substantially on the number of potential fraudulent transactions that need to be examined manually.

A powerful new way of recognizing fraud: user recognition

Most fraud detection systems rely on one of two ways to determine if a credit card transaction is fraudulent or not:

1. By analyzing the transaction itself for questionable behavior based on existing fraud models.

2. By comparing cards or devices (based on device fingerprint) to known bad lists.

IdentityMind, on the other hand, has developed a different method for recognizing fraud-a method that delivers better results in faster time all in real-time.

We focus on establishing the identity of the user behind each and every transaction rather than analyzing transactions or comparing cards or devices. We do this by distinguishing four defining transaction characteristics and then incorporating them into an analytical framework:

1. The unique patterns of usage that belong to every individual card user

2. The user's environment

3. The user's payment reputation

4. The user's overall payment behavior

Every user has a unique identity: introducing eDNA™

Credit card transactions don't exist in a vacuum. Neither do credit card users. Every time someone uses a credit card, a record of his or her transaction is formed. These records build up over time as the user engages in more and more transactions.

What is eventually formed is a reputation profile-a profile that becomes very predictive of future behavior. We refer to this profile as an "electronic DNA," or eDNA™, and it is the basis of IdentityMind's anti-fraud platform.

The Power of Positive Identification

eDNA™ can then be applied against existing fraud models and filters for a more accurate measure of potential fraudulent behavior, all while contained within the safety and security of our platform. IdentityMind provides a default fraud filter setting appropriate to the merchant's MMC and business model. Merchants can tune, configure and create new filters applicable to their needs. Altogether more than 200 fraud indicators can be mixed and matched in a very flexible environment.

In addition to these existing models, we also add our own algorithms, which can predict a user's transaction behavior throughout the e-commerce environment.

The power of User Identification

Missing a fraudulent transaction is of course very bad. But maybe even worse is rejecting one that is actually good. No merchant wants to alienate customers by having perfectly good transactions denied.

One of the advantages of IdentityMind's patent-pending eDNA™ is because we have access to the history that a user has built up over time, we recognize good users just as surely as we detect bad ones. We know who the good people are. They're the ones with a positive reputation based on our unique eDNA™ formulation. And they're the ones you want to build your business around.

Taking advantage of the Payment Network

IdentityMind is deeply integrated into the payment network. This integration is unique among fraud detection companies. Not only do we have access to the front-end transaction data that merchants like you receive, we are also plugged into the back-end transaction data that acquirers and processors receive.

This back-end data contains a user's chargeback, credit and refund records as recorded across the entire e-commerce environment. With this back-end connection, we are able to build a more specific and detailed eDNA™ reputation profile. This in turn allows us to conduct a much more dynamic and thorough analysis of each payment transaction.

A Platform that sees systemic fraud in real-time

By combining the eDNA™ with the user's historical payment records, IdentityMind can evaluate in real-time every transaction in relation to all other transactions being made throughout the e-commerce universe. This is very different from other providers. Other providers only evaluate one transaction at a time, outside the historical behavioral context of the data elements within the transaction and only in the small set of transactions of their customers.

But because we are connected to the back-end as well as front-end portions of the payment network, we are able to measure each transaction through the broad prism of all merchants operating throughout the entire payment network-and we do this in real-time.

To put it another way, we can see the big picture. As such, we can recognize abnormal patterns among seemingly independent transactions that might indicate larger and more sophisticated attempts at fraud. What once would have gone unnoticed is now discovered at the very moment each and every transaction occurs.

Better analysis adds up to fewer manual reviews

Because other antifraud providers only analyze transactions one at a time and only within the context of a single merchant, they end up with a lot of inconclusive fraud reviews. And a lot of inconclusive fraud reviews results in many more manual reviews, which are very time consuming and costly. Thanks to our more accurate fraud detection system and its wider e-commerce context, we leave you with fewer questionable transactions to manually inspect.

Fight fraud with IdentityMind's superior detection across all merchant activity in real-time

- Identifies the user behind every transaction.
- Identifies good transactions as well as bad transactions.
- Measures the behavioral profile against known fraud models.
- Online transaction analysis is automatic
- Analysis is efficient and non-intrusive.
- Significantly reduces the number of transactions requiring manual review.
- Reduces the number and need for third-party authentication systems.
- Recognizes patterns of systematic fraud.
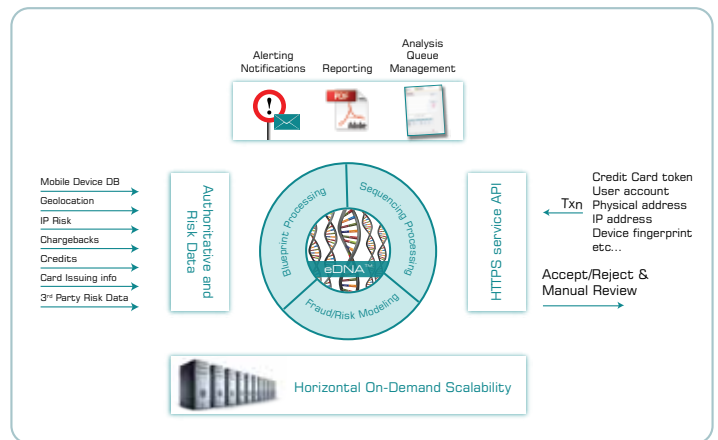
IdentityMind, Inc.

1731 Embarcadero Rd, Suite 200, Palo Alto, CA 94303
Tel: 650-618-9977, Fax: 650-618-9976
Sales: sales@identitymind.com

in IdentityMind   f IdentityMind   TWITTER @ IdentityMind

Learn more

The Power of Positive Identification   www.identitymind.com