BizID℠

Verify your customers' individual and business identities while protecting your bottom line

Experian℠

Historically, evaluating a new commercial applicant hasn't been easy. With commercial fraud losses and compliance regulatory pressures both on the rise, many clients rely on multiple verification tools to assess a single applicant, with a great deal of time and effort invested into manually reviewing business and consumer public record data in order to make sound decisions.

BizID℠ is a commercial fraud prevention and authentication service that simplifies the process of applicant evaluation by consolidating both business and business owner data assets and analytics into one central location. Using statistical modeling, historical risk alerts, and robust internal and external data sources, BizID delivers an optimal mix of fraud prevention and compliance information and tools that can help you meet regulatory requirements. The service also identifies application anomalies that may indicate the presence of fraud during the customer acquisition and account management phase of the Customer Life Cycle. The product ensures that you can mitigate risk and acquire the best customers without a large investment of resources — so you can devote your time to building profitable customer relationships.

Unparalleled service from a market leader

BizID draws on the depth and breadth of multiple databases, including Experian's commercial risk information database, BizSource,℠ and Experian's vast consumer databases. Business, business owner and blended fraud scores coupled with custom automated decisioning enable users to reduce manual review efforts, minimize false-positive referrals, and maintain consistent and objective decision making. With respect to business owner authentication, BizID uniquely stands apart as a market leader by leveraging Experian's Precise ID℠ platform, which has a proven track record for delivering comprehensive and detailed customer authentication information and risk assessment and is used by seven of the top 10 largest U.S. financial institutions.

BizID℠ data summary

Capability	BizID℠ Check	BizID℠ Check with Score	BizID℠ Account Opening
Business information			
Name, address, phone data, Tax ID assets and verification	✓	✓	✓
OFAC check	✓	✓	✓
Previous application identification	✓	✓	✓
Score- and result code-based decisioning		✓	✓
Business principal/owner information			
Name, address, SSN, phone, DOB, DL data assets and verification	✓	✓	✓
OFAC check	✓	✓	✓
Fraud Shield℠ indicators		✓	✓
Score- and result code-based decisioning		GLB-based	FCRA-based
Previous application identification	✓	✓	✓
Shared application data		✓	✓
Blended (business and business owner) scoring and decisioning also available			

Experian® draws upon one of the world's largest sources of credit and proprietary noncredit consumer and commercial demographic data for use both in authentication and as the basis for model development. Records include:

- A commercial credit and demographic database with information on more than 22 million businesses

- A consumer credit database with more than 220 million credit-active U.S. consumers

- More than 275 million cross-industry application records to help detect inconsistencies between previously captured and current incoming applications (relates only to BizID℠ Check with Score and BizID℠ Account Opening product options, which are discussed later)

- A national consumer demographic database aggregating hundreds of data sources covering more than 220 million consumers

- An automotive registration database with more than 150 million records

- A property ownership database with more than 83 million records

Key benefits of BizID

The depth of BizID service offerings is unparalleled in the market, providing the most extensive array of commercial application fraud product options available, including business and/or business owner verification and scoring, product offerings and options based on appropriate Gramm-Leach-Bliley (GLB) Act and Fair Credit Reporting Act (FCRA) usage, and flexible decisioning capabilities.

BizID offers the following primary benefits:

- A single integrated point of access for business and/or business owner verification.

- Inclusion of predictive analytics to help limit false positives and improve overall report accuracy. Scoring increases operational efficiency by prioritizing highest-risk items for analyst review.

- Assistance for clients in their efforts to comply with the USA PATRIOT Act, Red Flags Rule and other industry regulations.

- Improvement in client's ability to react to evolving fraud trends.

- Flexibility to preset risk thresholds and automate decisioning policies.

Comprehensive verification through quality data, analytics and technology

Superior data — No other provider can offer the same depth and breadth of credit, noncredit, historical application and known fraud data within a single authentication service. With all business data verified and validated by a third party, BizID provides a more accurate picture of the business applicant.

Comprehensive analytics — Experian's dedicated Fraud Analytics team has developed authentication scoring that delivers unprecedented insight into business and consumer authentication risk, best practices and strategy optimization, helping you to gain a more complete and accurate view of each applicant. As well as detecting traditional third-party application fraud, the models also are designed to flag possible first-payment defaults, which may be the result of potential first-party

fraud. Our superior breadth of data helps you gain more predictive business, business owner and blended fraud scores, while score-based analytics balance approval rates with fraud rates and help clients improve operational efficiency by prioritizing the riskiest applicants for review.

Flexible decisioning technology — The BizID decision engine allows users to define and customize rules parameters and also can calculate a custom fraud score based on a business, a business owner or a combination of business/business owner data. BizID provides one comprehensive score and decision regardless of whether the user submits business, business owner, or a combination of business and business owner information.

Ease of deployment — With open architecture, BizID allows for quick implementation regardless of the operating environment. Implementation via XML or Web user interface delivery through Experian's BusinessIQ℠ portal also are available.

Three product options offer flexibility

Developed as the next generation of Experian's Commercial Fraud Insight,℠ BizID offers three different and distinct product options:

1. BizID℠ Check

- Validates and verifies business and owner application data

- Delivers both high-level alerts and detailed information from multiple data sources

- Reduces the risk of multiple victimizations through historical alerts

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2. BizID℠ Check with Score

- Analytics used to measure first- and third-party fraud risk

- Helps automate operational processes by reviewing only risky consumers

- Business owner data powered by Precise ID℠ for Identity Screening data assets and analytics

- Delivers business, business owner or blended fraud score; business owner and blended scores comply with GLB Act restrictions

3. BizID℠ Account Opening

- Take action in lending situations

- Measures validation, verification and first-payment default to create an aggregated score

- Business owner data powered by Precise ID for Account Opening

- Delivers business, business owner or blended fraud score; business owner and blended scores can be used in FCRA-regulated lending environments

Each product is available with enhanced business principal/owner phone verification as an optional add-on.

To find out more about BizID, contact your local Experian sales representative or call 1 888 414 1120.