

# ProveID

Spot and stop fraudulent identities. Approve true online customers with confidence

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The person behind the transaction is your customer. Or are they a fraudster? Don't let the anonymity of online commerce become a vulnerability for your business. Know the difference – with certainty – between a customer and a fraudster. Using proven authentication data, ProveID instantly validates online customer identities on a global scale.

Your greatest challenge is finding ways to safeguard against fraud while delivering a positive customer experience. And, as more business shifts to the online channel, there is a growing need to find easier, more cost-effective ways to comply with Know-Your-Customer policies and regulations.

ProveID offers a smarter way to instantly authenticate customer identities on a global scale and can do so in a way that does not increase manual reviews. With access to proven authentication data, ProveID can simplify the identity proofing process without exposing your organisation to the increased risk of fraud and errors.

Compliance is easier, too, with ProveID's ability to ensure only the permitted data is used depending on the type of customer interaction. All of this helps you realise the full potential of the online channel and provides a better experience for your customers. For organisations looking to propel their business forward by growing the online channel, ProveID is an essential solution.

## Key features

### Instant identity verification

- To quickly authenticate customer identities or flag suspicious transactions

### Proven authentication data

- From verified public and commercial sources with options for enhanced data

### International scalability

- With support for instant identity authentication in major markets and passport verification for over 200 countries

### Audit transactions

- Using unique reference codes or by accessing archived, historical data

### Flexible deployment options

- Include a standalone web-based service or easy integration with existing systems



# ProveID

## Key benefits

- Instantly authenticate and accept more customers
- Improve the customer experience
- Reduce fraud risks and protect valid customers
- Satisfy compliance requirements
- Minimise operational costs by improving staff efficiency

## Simple, intuitive results



### Verified

Data provided matches to records on database



### Caution

Possible match to a watch list, further investigation recommended



### Stop

Data provided is a mismatch to records on databases



### No match

Results not found or no data provided to match against

## Making the complex simple to understand

Knowing how to get what you want out of data is worth more than the data itself. Data is a competitive asset for businesses. It's the cornerstone of better decisions – growing customer relationships, adding new services, and protecting against fraud.

At Experian, we unlock the power of data to create opportunities for consumers, businesses and society. Managing and safeguarding the largest and most diverse data repository in the industry means we can provide the answers you need for faster, confident decisions. Over 3,000 technologists and data scientists around the world use technology, analytics and insights to create meaning out of all that data. The end result? Make each transaction safer and more profitable. And strengthen customer trust and loyalty.

**ProveID uses simple colour-coded responses to show which identities can be verified and those that cannot or require further investigation.**

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