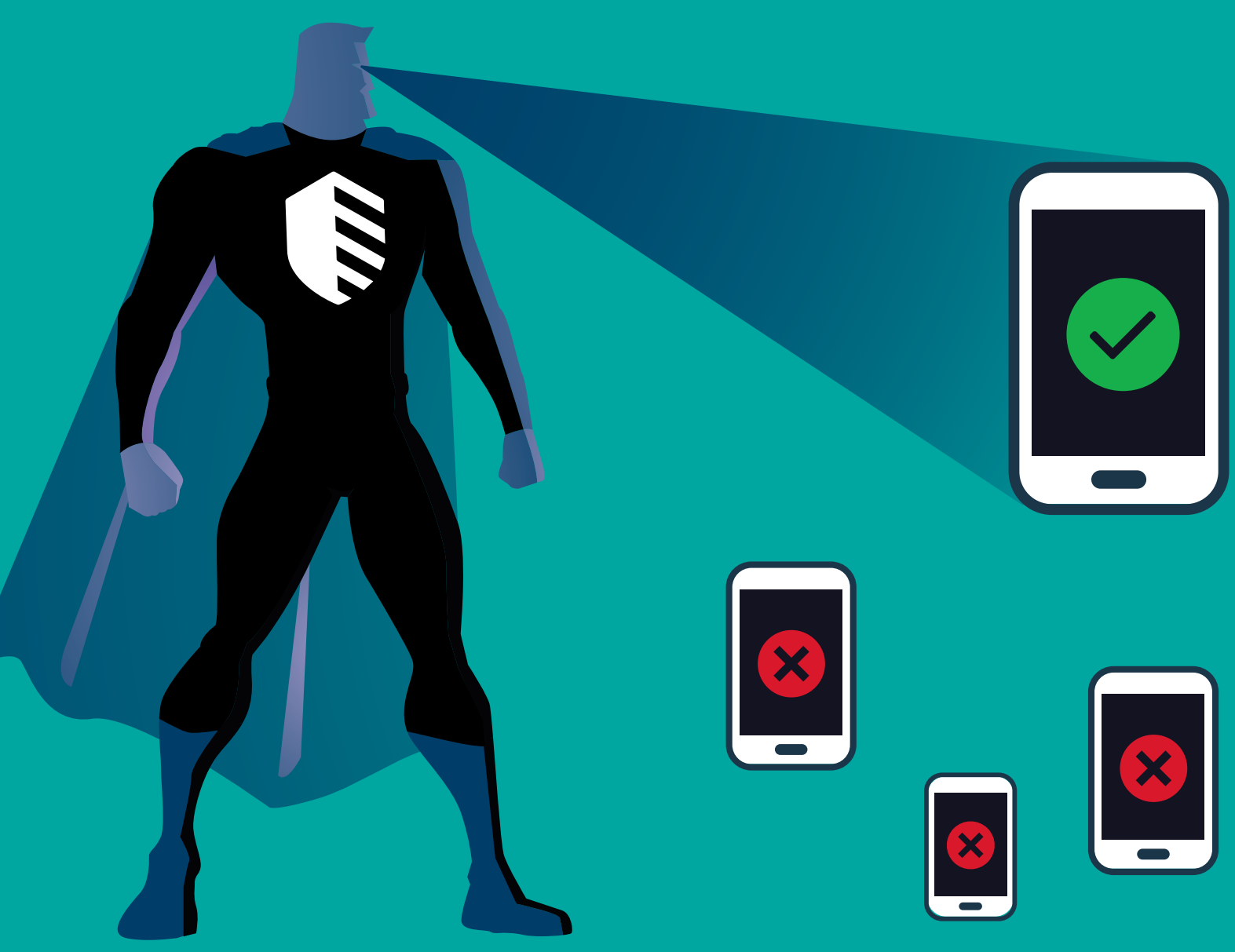
GET X-RAY VISION FOR DIGITAL ACTIVITY

SEE THROUGH USER INTERACTIONS TO BUILD IDENTITY TRUST



LOOK BENEATH THE SURFACE

Your customers expect a frictionless digital experience. But digital fraud is forcing organizations to create complex and frustrating authentication. This can lead to poor adoption rates and high abandonment. You need ways to know if new and existing customers are legitimate—without creating a painful user experience.

Build digital identity trust

Multilayered *dynamic risk assessments* help provide a clear view of customer-provided data:

Unobtrusively analyzes user behavior

Compares gathered information to known users and fraud vectors

Transparently identifies fraudulent transaction attempts

All of this can help you welcome in new and existing customers, while keeping bad actors out.

1B+

Monthly user sessions monitored by IBM® Trusteer®[1]

UNCOVER TRANSACTION ATTRIBUTES

When data looks authentic but isn't verified, it's tricky to approve online transactions. But with...

Continuous and transparent identity assurance

A scalable and agile cloud platform

Advanced artificial intelligence and machine learning

...you can shine a light on transaction attributes—from where the transaction originates to exact user interaction data.

Device intelligence: Transaction origin, malware or spoofing evidence

Connection analytics: Customer sign-on location, risky ISP or mobile carrier

Browser details: Vulnerable version or malicious extensions

Passive biometrics: Script-entered data, abnormal mouse movements

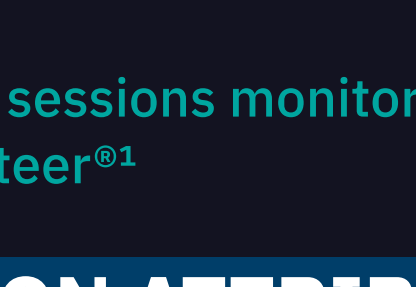
SEE INSIDE USER ACTIVITY

Transaction data + IBM X-Force® threat intelligence = digital identity trust across the omnichannel customer journey.

Application details

Name: Jonathan Smith
Email: jasifasfdonnyt@gmail.com
Address: London, England
Mobile number: 441833650723

IP geolocation is London, England: Match
Device type is: Mobile
Device status: Reachable
Email domain name: Match
Typing pattern: Manual entry
Time on page: 10 minutes
Applications in this name in last month: 0
Applications from the device in last month: 0



Application details

Name: John Doe
Email: johndoe@email.com
Address: Atlanta, GA, USA
Mobile number: 447398377960

IP geo location is Novosibirsk, Russia: Mismatch
Device type is: Prepaid
Device status: Unreachable
Email domain name: Risky
Typing pattern: Copy and paste
Time on page: 30 seconds
Applications in this name in last month: 0
Applications from the device in last month: 0

500+

Organizations that rely on IBM Trusteer solutions

REVEAL DIGITAL IDENTITY TRUST

With IBM Trusteer Pinpoint™ Assure, you can:

Help provide a more secure experience across the digital lifecycle

Seamlessly identify true customers and keep bad actors out

Leverage global X-Force security data to identify evolving threats

Improve customer experience while helping to reduce fraud

Read "Accelerating growth and digital adoption with seamless identity trust" to learn more about how you can establish digital identity trust across the omnichannel customer journey.

1 "LexisNexis Card Issuer Fraud Study, 2016," *LexisNexis,* 2016.

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