

CrossCore™

State of the art, cloud-based digital identity and fraud platform

Strong and secure. Identity verification and fraud prevention systems are often designed like fortresses. Over time, escalating maintenance weakens these systems. Costs climb, complexity increases and it becomes harder to adapt to keep pace with change. As more systems and tools are added, incompatibilities also grow, creating blind spots that fraudsters eagerly exploit. However, there's a better way: connecting disparate systems with an open platform gives you visibility and agility. The source of true strength isn't a fortress—it's all systems working in sync.

Introducing CrossCore

CrossCore is a state of the art, cloud-based digital identity and fraud platform that enables businesses to connect to multiple data sources and services through a single, flexible API.

CrossCore delivers identity verification and fraud detection from a single platform. It provides flexible workflow configuration and leverages advanced analytics to make real-time decisions at any point in the customer lifecycle where identity verification and fraud risk management are needed. It supports a best-in-class approach to managing a portfolio of services that work together in any combination — including Experian solutions, third-party services and client systems — to deliver the level of confidence needed. Isn't it time we had a way to make fraud and identity solutions work better together for everyone?

"We know what the industry average is for fraud loss and we're performing well below it, and that's largely because of the benefits that we've driven through our application fraud processes."

Danny Clark – Head of Fraud Prevention, New Day

What problems does CrossCore solve?

The typical questions CrossCore can help answer are:

- Does this identity exist?
- Are they who they say they are?
- Can I trust them to do business with them?

Through the multitude of services and the hundreds of data sources it taps into, CrossCore can help with:

Identity Validation – Checking that an identity exists.

Identity Verification – Many businesses, service providers and government functions need to establish confidence that they are dealing with true individuals to manage costs, regulatory requirements and liability. CrossCore can verify that an identity represents a real, unique individual who has provided true and accurate information.

Non-lending Fraud Risk – Fraud risks are present any time something of value is at stake. This includes government benefits, utilities and services that are used first and billed later and anything else that has value or can be resold for cash. CrossCore can detect individuals who may present a stolen identity, manipulate their own identity or make up a fake identity to obtain something they may not otherwise receive.

Lending Fraud Risk – The lending industry attracts a wide variety of identity-oriented fraud schemes for the simple reason that it offers criminals direct access to cash and the opportunity to purchase goods that are easily sold. CrossCore provides unique tools to identify criminals who use the same stolen, manipulated or fake identities as they do for non-lending fraud.

Key benefits

A future-proof way to manage fraud and identity services

- Reduce risk across fraud and compliance by speeding the time- to-market with new tools and strategies.
- Drive top-line growth by reducing the friction and false positives that cause customer fallout.
- Increase operational efficiency by avoiding needless referrals and driving down the cost to deploy new tools and strategies.

Key features

Common access through a flexible API

- Reduce integration cost and complexity
- Get single point of access to multiple systems
- Easily access new services as they are added

Strategy design and workflow decisioning

- Precisely tailor strategies based on transaction type
- Improve decision control
- Easily test and trial new services

Capability to optimize decisions across services

- Orchestrate decisions across disparate systems
- Control the data being used in decisions
- Apply client-specific data and analytics to decisions

An open approach

- Connect services provided by Experian and other third-parties
- Support a layered approach to managing risks across customer journey
- Call services all at once or in sequence based on decision logic
- Real-time results, recommendations and case details — all in a single view, via a modern user interface

Effective fraud prevention does more than stop fraud

Without a doubt, your fraud prevention efforts are aimed at stopping fraud and reducing losses, but an effective program also makes it easier for your good customers to do business with you.

So how do you achieve both? It starts with moving away from a one-size-fits all approach. Instead, you should apply the right level of protection needed for each transaction.

Our fraud team – nearly 300 experts around the world – works with businesses to do exactly that. We're proud of the fact that we helped our clients screen more than 15 billion fraud events this past year. That's over 3,300 events per second.

Most consumers aren't aware of what's happening behind the scenes to keep them safe as they do everyday things like shopping online or checking bank balances from a mobile device. We call that hassle free and that's how it should be. Our solutions are built using data, technology and analytics to stop fraudsters without stopping good customers.

Now, fraud prevention contributes to growth and a positive experience.

To find out more about CrossCore, contact your local Experian sales representative or call 0844 4815888
