

# QuestionableID identifies synthetic IDs throughout the customer journey to help prevent future losses.

A synthetic fraud defense tool that uses advanced analytics to recognize attributes and patterns commonly associated with synthetics.

## Is Your Organization Safe?

According to the FBI, synthetic identity theft is the fastest growing financial crime in the U.S. It's likely you've seen these alarming industry statistics before. Synthetic ID fraud accounts for:

**\$6B**

in losses  
per year

**80-85%**

of all fraud cases  
per year

**20%**

of all losses in a  
given loan portfolio

Because these fraudsters use real information such as Social Security numbers to manufacture identities, they slide past traditional authentication methods. Once in, they cause significant financial harm by patiently waiting for the right moments to use extended credit they won't pay back.

That's why Innovis® created QuestionableID™, a synthetic fraud defense tool that helps **prevent and detect** synthetic IDs. QuestionableID helps solve this problem by using innovative technology to:

- + Catch synthetic IDs at application, before they open a new account
- + Alert you to potential fake identities that have infiltrated your portfolio

## What Is QuestionableID?

Innovis is a credit reporting agency and receives verified credit data from the nation's top financial institutions. QuestionableID combines this credit bureau data and advanced analytics to help lenders reduce fraud losses by identifying the use of synthetic identities early.

## How Does It Work?

Synthetic IDs pose a risk during all phases of the customer lifecycle – from application to portfolio management to collections.

QuestionableID recognizes attributes and patterns commonly associated with synthetics and provides a response reflecting the likelihood of a problem so your institution can apply the appropriate fraud response action.

The solution features a continuously refreshed view of account information, including a profile's tradeline history, identity elements, and behavioral data to identify synthetics at any point during the profile's credit journey.

## A Detection Engine That Does the Heavy Lifting

You're busy, and you need an automated tool that stays vigilant. QuestionableID is ready to catch synthetic IDs by examining critical moments that give off "synthetic tells", like inconsistent payment history and alarming credit line buildup.

### Key Benefits

- **Reduces risk** of significant losses from synthetics exploiting credit system
- **Saves time** through automatic alerts and ongoing monitoring for suspicious activity
- **Improves response** with reason codes to help your team make better decisions
- **Easy to integrate** into your existing decision platforms and processes via API

## Important alerts at each phase of the customer lifecycle:

### Point of Application

QuestionableID targets potential synthetics before booking by screening applications on key factors to determine risk.

### Portfolio Monitoring

It's likely synthetics exist somewhere in your portfolio. If a fake identity penetrates your system, QuestionableID can help detect them and mitigate future losses.

### Collections

Synthetic accounts dupe collections teams because they appear authentic and can carry high balances. QuestionableID can help identify these synthetics to ensure your team doesn't waste time and resources on uncollectible debt.

## Reduce Your Exposure

Stop letting synthetic identities go undetected. Start catching them and reduce your exposure to synthetic ID fraud losses – now and in the future. Bolster your defenses with QuestionableID from Innovis.



This stage is widely considered the most difficult aspect of detection as synthetic identities patiently build up their account before generating “bust-out losses.”

## What Value Can I Expect?



### High-Quality Data = Better Decisions

Innovis receives verified credit data from thousands of financial institutions, supplying your teams with accurate data.



### Alerts With Reason Codes = Better Handling

Reason codes provide additional information for your team to review and use to effectively handle situations.



### Real-Time Information = Better Confidence

Innovis data is refreshed constantly. Regular updates provide you with the latest trusted data.



### Monitoring = Better Risk Management

Initial and ongoing monitoring throughout the customer lifecycle reduces risk and helps avoid losses.



### Advanced Analytics = Better Recognition

Advanced analytics help you detect synthetic identities so you can take immediate or preventative action.



### Low False Positive Rate = Better Customer Service

Don't alienate authentic customers. QuestionableID is designed to catch as many synthetics as possible while limiting false positives.

## Reduce Your Exposure

Start catching synthetic identities and reduce your exposure to their fraud losses – now and in the future. Bolster your defenses with QuestionableID and email our team today, [info@innovis.com](mailto:info@innovis.com)



Synthetic ID fraud is difficult to detect. Powered by the strength of Innovis data, QuestionableID is one of the industry's most powerful and accurate tools for detecting and tracking synthetic ID fraud.”

John Sullivan, VP of Product and Innovation, Innovis