



Deduce Identity Insights

Powered by the Deduce Identity Network

Behavioral Intelligence at Scale for IDV and CIAM Workflows



The Largest Independent Identity Graph for Risk and Trust

Deduce sees the majority of the U.S. transactional population several times a week, analyzing over 1.4B daily events involving 500M+ identity profiles across an always growing network of +150,000 sites and apps.



Behavioral Intelligence in Line with Your Account Creation and Authentication Workflows

The result is near real-time behavioral intelligence as the first line of defense against account-creation fraud and account-takeover (ATO) fraud. The Deduce Identity Graph powers Identity Insights, a customizable series of risk and trust signals that inform every identity in a fraction of a second, from one lightning-fast API query.

More Identity Signals = More Accurate Risk Assessment

Deduce analyzes more than 100 signals to build a complete, granular picture of profiles across the Identity Graph. We're always adding new signals and we can create custom signals to address specific risk or trust scenarios.

See a current list of Risk and Trust Signals at:
www.deduce.com/product/

Case Study

Top 3 Credit Card Issuer—Marquee Application (U.S. Credit Card Originations)



Trusted Transactions

The same digital identity was seen on Deduce's network, transacting many times, with activity diversity, and this established profile matches details of the incoming connection.

Risky Transactions

Digital identity does not match established profile, or attacks from this source were seen on the Deduce network in real-time, or incoming traffic is marked as malicious.

30% of identities seen on Deduce network 24h before application

Identity Insights for IDV

Is that new user who they say they are? Deduce analyzes their email and IP address against the Identity Network to place them along a continuum from highly trusted to highly risky.

Deduce and Your IDV Platform Together:

- Remove email verification for trusted users to reduce signup churn by up to 80%.
- Reduce or eliminate secondary IDV call costs for trusted users.
- Reduce manual reviews by overcoming common risk signals with trust signals.
- Cost you nothing for requests when the Deduce Identity Network hasn't previously seen the identity.

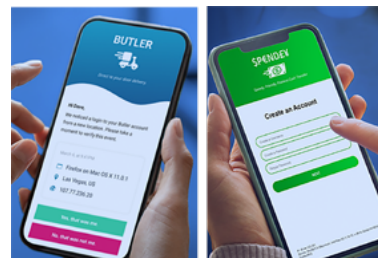


Identity Insights for CIAM

Incorporate a sophisticated risk engine into your authentication workflow. Retain control of your risk and trust thresholds, so you can adapt instantly as the threat landscape changes.

Deduce and Your CIAM Platform Together:

- Reduce false positive MFA challenges by more than 50%.
- Capture more ATO fraud attempts than other solutions.
- Extend trusted user session lengths and increase password entry attempts.
- Send moderate or high-risk identities a Customer Alert for MFA.



Smarter Insights Every Day

Every login analysis and Customer Alert makes the Deduce Identity Network smarter, so the granularity of Deduce Identity Insights is always improving. And when Deduce updates an identity profile at one site, it updates across the network to streamline the trusted customer experience.



Jane gets a new phone as a gift. She's excited about how much easier her powerful new device will make her life.



Instead, it's a hassle, because initial visits to familiar sites and apps with her new phone trigger MFA challenges.



When Jane visits a Deduce client site, she may get to skip the MFA. If not, one MFA is enough to recognize her across the entire Deduce network. Nice!

Ready to Get Started?

See what Deduce Identity Insights can do for your account creation and authentication workflows.

Visit: www.deduce.com/free-trial/