



EQUIFAX®

FraudIQ™

A comprehensive fraud prevention platform, combining advanced analytics and consortium-based fraud protection into one powerful platform.

FraudIQ™ is a cloud-based platform that helps you make faster, more informed decisions on new account applications. Using sophisticated analytics, backed by the power of Canada's largest known fraud exchange, FraudIQ provides comprehensive protection to navigate today's fraud environment.

Key challenges facing your business today



High cost of operations. Manual processes, multiple vendors hosted on different platforms, and different integrations can increase costs and consume a big share of your resources.



Large losses due to fraud. Fraudsters never stop shifting tactics, and the losses can mount up quickly if you're not alert to the latest scams.



Consumer experience and brand reputation. Customers want an application process with less friction, but no company wants to fall victim to a fraudster. How do you balance these two important considerations?

More than
15 years'
experience*

30 million
annual assessments

Estimated
\$2.5B+
in loss avoidance annually

FraudIQ gives you access to proprietary Equifax data and data from our unparalleled FraudIQ Exchange which includes known fraud data from major Canadian banks, financial services, telcos, and other industries including auto and insurance. Plus, leverage a host of standard features including a powerful analytics engine, dashboards and reporting capabilities, and customizable logic.

How it works:

Give your customers an easy three-step client journey with the FraudIQ platform.

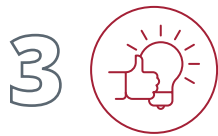
Your client journey, supported by Equifax



Application for the product



Application submitted



Approval in seconds!



You have a
happy new customer!



FraudIQ

FraudIQ instantly reviews applications in real time or schedules applications via batch process to help detect potential fraud.

Key benefits

Rich data ingestion

- FraudIQ Exchange consortium, the largest known fraud exchange in Canada
- Analytics that leverage fraud information across industries
- Ability to integrate third-party provided data

Advanced analytics detection

- A machine learning model (Precision) plus scores to help you evaluate risk
- Flexible rule set to customize your fraud strategy
- Link analysis to create outcomes to match your strategy

Real-time computing

- SaaS-based, cloud-hosted, identifying more fraud while focusing on riskier applications through the use of our flexible rule set
- Single API Gateway to access our rich data ecosystem
- Data-to-decision in seconds to ensure the client is legitimate

Improved customer experience and operational efficiency

- Help detect and fast track more good clients in real time and batch
- Minimize operational burden by reducing false positives and increasing fraud detected

Need more? Explore these optional value add-ons†

Orion (Link Analysis): Uses your local data in combination with the consortium fraud database to help identify potential fraud rings and connections between bad actors.

Echo (Advanced Decision Orchestration): Assists in improving operational efficiencies by communicating decisions from FraudIQ to your internal application processing systems.

Custom Precision Models: Leverage Equifax data science experts and the power of machine-learning to develop models specific to your organization's fraud strategy.

Single Sign On: Manage your own access security policies and create a better user experience by allowing users to access FraudIQ without the need for separate user credentials.

Dual Approval: Help identify and protect against unauthorized changes and potential threats from insiders by requiring second-party authorization for proposed changes.

As fraud continues to evolve, FraudIQ helps you make proactive, smarter decisions in order to help minimize fraud losses before they hit your bottom line.

Schedule a demo today.



1.855.233.9226 • equifax.ca/business

* Across all Equifax Canada fraud prevention platforms

† Optional services/add-on features are available at an additional cost and may require customers to agree to additional terms and conditions.

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