

greenID Alert

Intelligent fraud management solution to protect your business in real time



greenID 
GBG

In today's digital marketplace, consumers are conducting transactions with your organisation through multiple channels with devices such as desktops, laptops, smart phones and tablets.

This multi-channel approach offers customers convenience but also increases the threat of online fraud and identity theft. The online channels that provide entry to genuine customers are also being exploited by fraudsters to gain access using stolen identities and account credentials. Cyber criminals steal account information by deceiving unsuspecting consumers or by using technology to covertly hijack devices. Frighteningly, online fraud is evolving faster than ever before.

You need confidence that your fraud management solution can counter the ever evolving threat of online fraud.

greenID Alert

greenID Alert is an intelligent, multi-tiered fraud management solution that delivers a first line of defence against cybercrime. It utilises machine learning models and a wealth of fraud intelligence to decide whether to proceed, challenge or deny a registration transaction within seconds.

greenID Alert is triggered at the beginning of a customer verification collecting device and fraud indicator data from a visiting device to reliably assess its risk. The service captures a fixed set of device characteristics (device details, IP Address, network, geolocation, Internet Service Provider (ISP), time zone, and operating system) also known as the device fingerprint and other indicators of fraud. The captured data is checked against current fraudulent activity registers to allow you to make calculated decisions during the onboarding process.

greenID Alert assesses the following characteristics to determine the likelihood of suspicious activity:

1. Lack of availability of customer device information
2. Device information conflicting with captured information e.g.: location, IP address
3. Anonymous or indeterminate data
4. Excessive transactions per address, phone number, name, device, time period, etc.
5. Presence on known fraud registers
6. Known victims of identity theft, phishing/mining, account hijacking

Key features

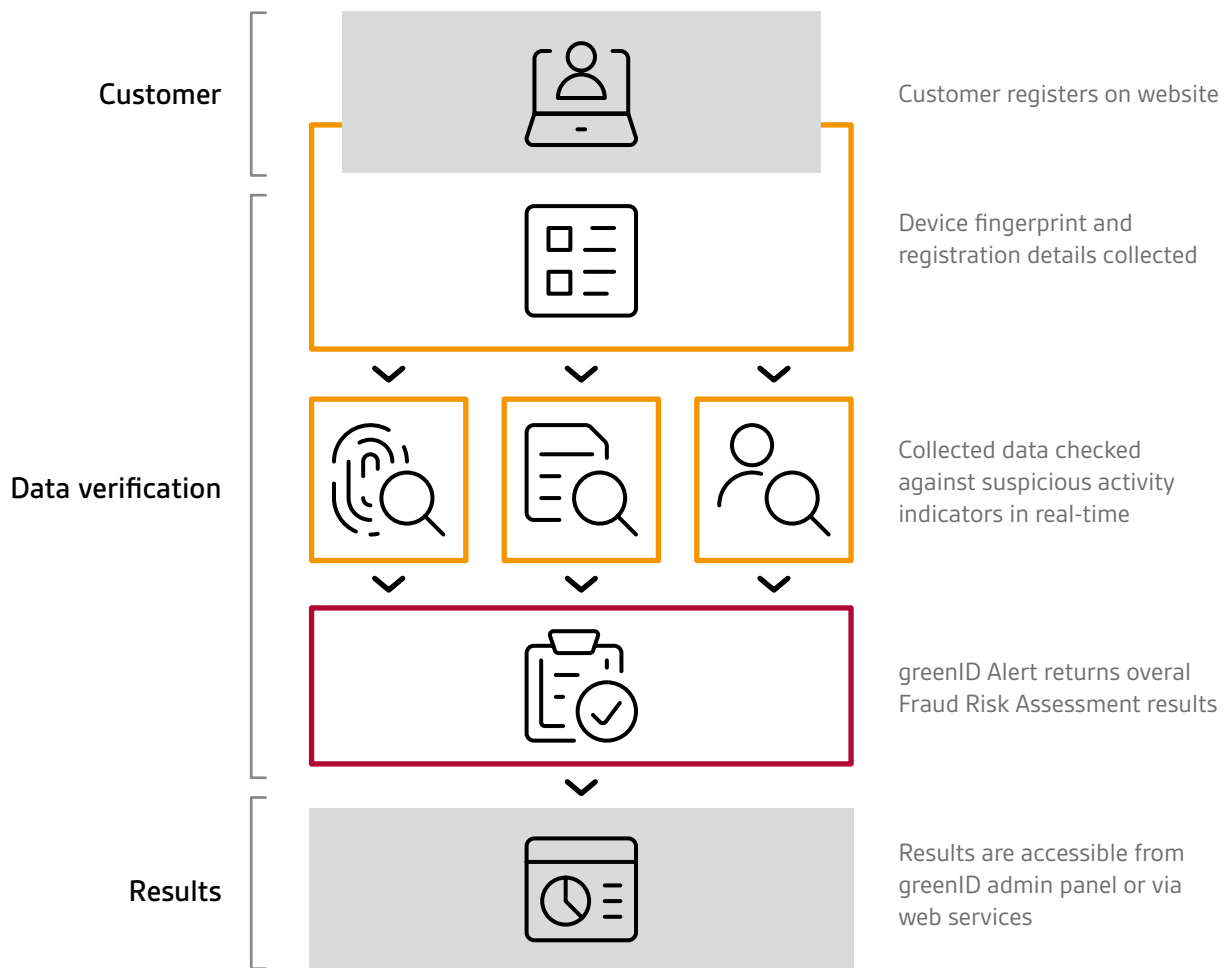
- greenID Alert assists with fraud prevention by providing a real time, privacy-compliant fraud management solution
- greenID Alert uses proven systems to provide instant, accurate information for account registrations across channels and geographies
- The system can make decisions such as accept, challenge or deny in real time based on a pre-agreed set of rules
- No impost on your customer - suspicious activity can be assessed without requesting any additional data from the end-user
- Gain additional fraud risk information within greenID without sourcing a separate product

Benefits

greenID Alert enables you to gain more certainty about online transactions by fast-tracking genuine transactions while ensuring timely detection of potentially fraudulent ones.

- Reduces the risk of fraud-related losses to your business and customers
- Enhances online experience while reducing manual reviews
- Allows frictionless onboarding to enhance customer acquisition and loyalty

Verification process



About GBG

GBG is a global specialist in fraud, location and identity data intelligence with offices in 16 locations worldwide. For over 30 years, GBG has been accessing and verifying identities, to the standards set by financial regulators, of more than 4.4 billion people worldwide or 57% of the world's population. GBG has a network of over 200 global partnerships to provide data with accuracy and integrity.



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