Fighting Identity Fraud With AI and Analytics

Identity fraud is a growing concern that affects both businesses and customers. Fraudsters now have easier access to more tools and data than ever before. Here are some of today's biggest fraud challenges and how SAS® fraud solutions can help you stop fraudsters in their tracks.

Fraudsters Are Becoming More Sophisticated

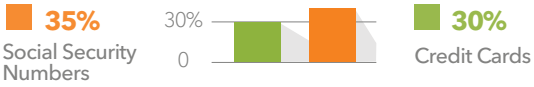
Identity theft hits record high[1]

- 16.7 million consumers affected in 2017 — 16.7 MILLION
- $16.8 billion lost — $16.8 BILLION
- 1.3 million more victims than in 2016 — 1.3 MILLION

Data breaches expose more records than ever[1]

More than 446 million records were exposed between 2017 and 2018[4].

For the first time ever, Social Security numbers were compromised more than credit cards.



Card-not-present (CNP) fraud soars[1]

- EMV driving fraudsters to online fraud.
- CNP fraud is 81% more likely than POS fraud.



Account takeover (ATO) spikes[1]



Synthetic identity fraud to drive $48 billion in annual losses by 2023[2]



Stop identity fraud in its tracks with SAS® fraud solutions

Our unique hybrid approach of advanced analytics, AI and machine learning separates fraudsters from real customers, keeping your business protected and profitability up.





Sources

1 - Identity Fraud Hits All-Time High With 16.7 Million US Victims in 2017, According to New Javelin Strategy & Research Study. Javelin Strategy & Research. Feb. 6, 2018.
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3 - Nova, Annie. Scammers Create a New Form of Theft: Synthetic-Identity Fraud. CNBC. June 7, 2018.
4 - Stone, Jeff. Synthetic Identity Theft Is the Fastest Growing Financial Crime in the US. Cyberscoop. July 10, 2019.

Learn more today sas.com/fraud

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