

UPGRADING PRODUCTS & PLATFORMS WITH BEHAVIOR-BASED DIGITAL IDENTITY



WHAT IS BEHAVIOR?

Every action that an applicant takes during account opening counts as behavior. This includes mouse movement, typing, swiping, scrolling—everything. Reading the combinations of these interactions is complex, but with decades of human-computer interaction and a finely-tuned system for collection, analysis and visualization, it's possible to use these actions to discern whether or not someone is who they say they are, solve for third-party fraud, and improve identity orchestration for genuine customers.

The implications of this ability are powerful. By analyzing the “digital body language” of an applicant, financial institutions, fintechs, insurers, banks, credit unions, and anyone else who has a stake in understanding digital identity can use these taps, types and swipes to make better decisions about identity and to understand the traffic that applies on their websites and native mobile applications.

UNDERSTANDING BEHAVIOR IS GOOD FOR BUSINESS

This type of business intelligence can provide an incredible amount of value. It starts with measuring how familiar applicants are with the information that they input.

NeuroID's proprietary methods read behavioral signals to provide this value to businesses through cutting-edge behavioral intelligence products such as ID Crowd Alert and ID Orchestrator.

Behavior works at the top-of-funnel (early on in the account opening process) meaning that the behavioral signals can be read pre-submit (prior to the submission of the application). This is both important and unique, because most fraud detection tools sit in an increasingly static and expensive fraud stack.

NeuroID products are different from these traditional fraud stacks. They provide insight immediately upon installation, work in a way that's invisible to the applicant, and deliver millions of dollars, both by preventing losses and by increasing completions for genuine customers.

BUSINESS RESULTS

- Over the course of a year, NeuroID flagged **\$3M in fraud for a loan provider** by identifying low familiarity applications at top-of-funnel.
- A leading issuer was able to segment 43% of their population as genuine, enabling them to realize **\$1M in additional annual revenue by routing genuine applicants appropriately at top-of-funnel.**

GO FROM “POINT SOLUTION” TO “BUILT TO LAST.”

There’s a massive shift occurring in the identity verification and fraud detection space that will set the terms for the future.

Essentially, single point vendors are being consolidated. By 2023, it’s estimated that nearly all identity and fraud decision makers will want their vendors on one single platform.

The reasoning for this shift is simple—top security officials want fewer lapses occurring between vendor handoffs, a central point for management, a better user experience, and improved economies of scale from these one-stop-shops.

The problem? Single-point solution providers need to offer more than the product they built their business on if they want to stick around and excel in a platform-dominant future.

Said another way, the single product offerings that made these companies great will not be enough to win against the “full stack” bundled value that platforms offer in the future.

IDENTITY LANDSCAPE

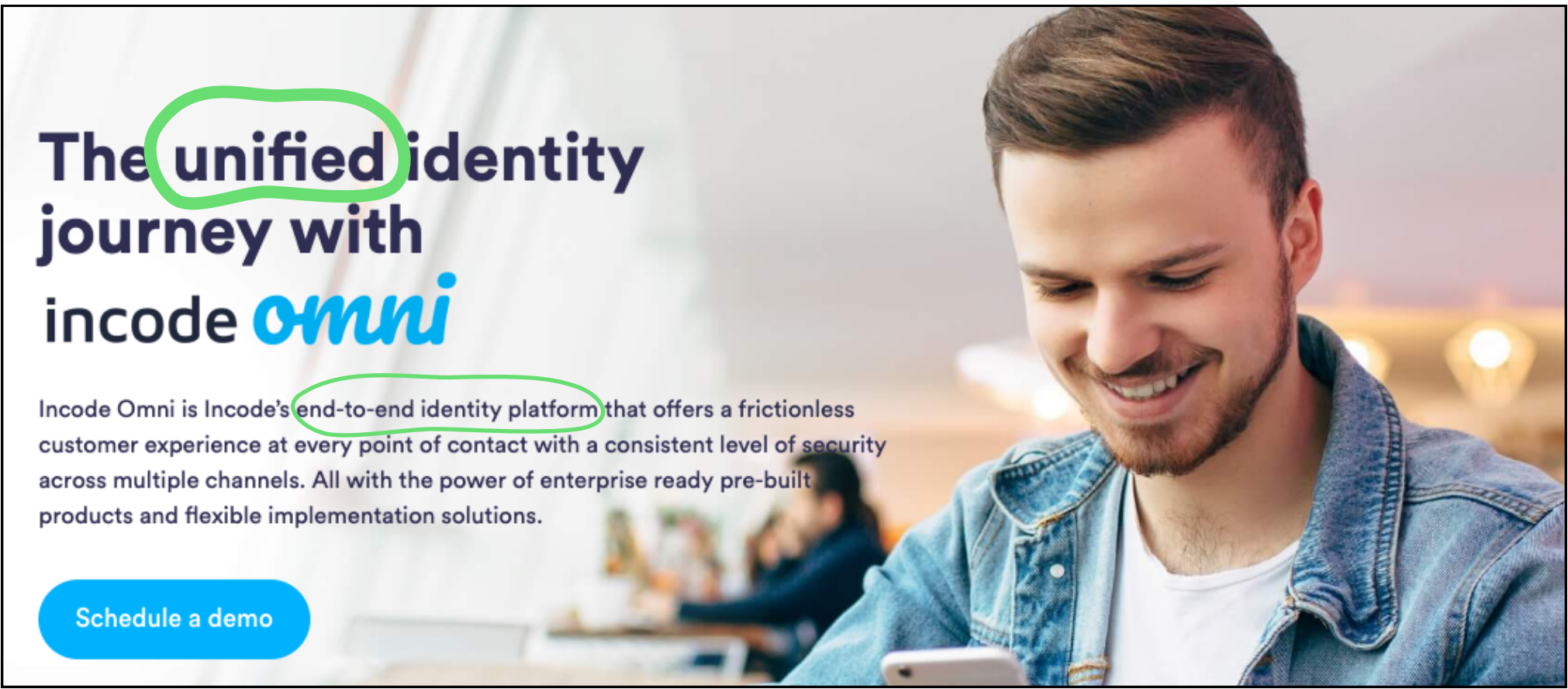
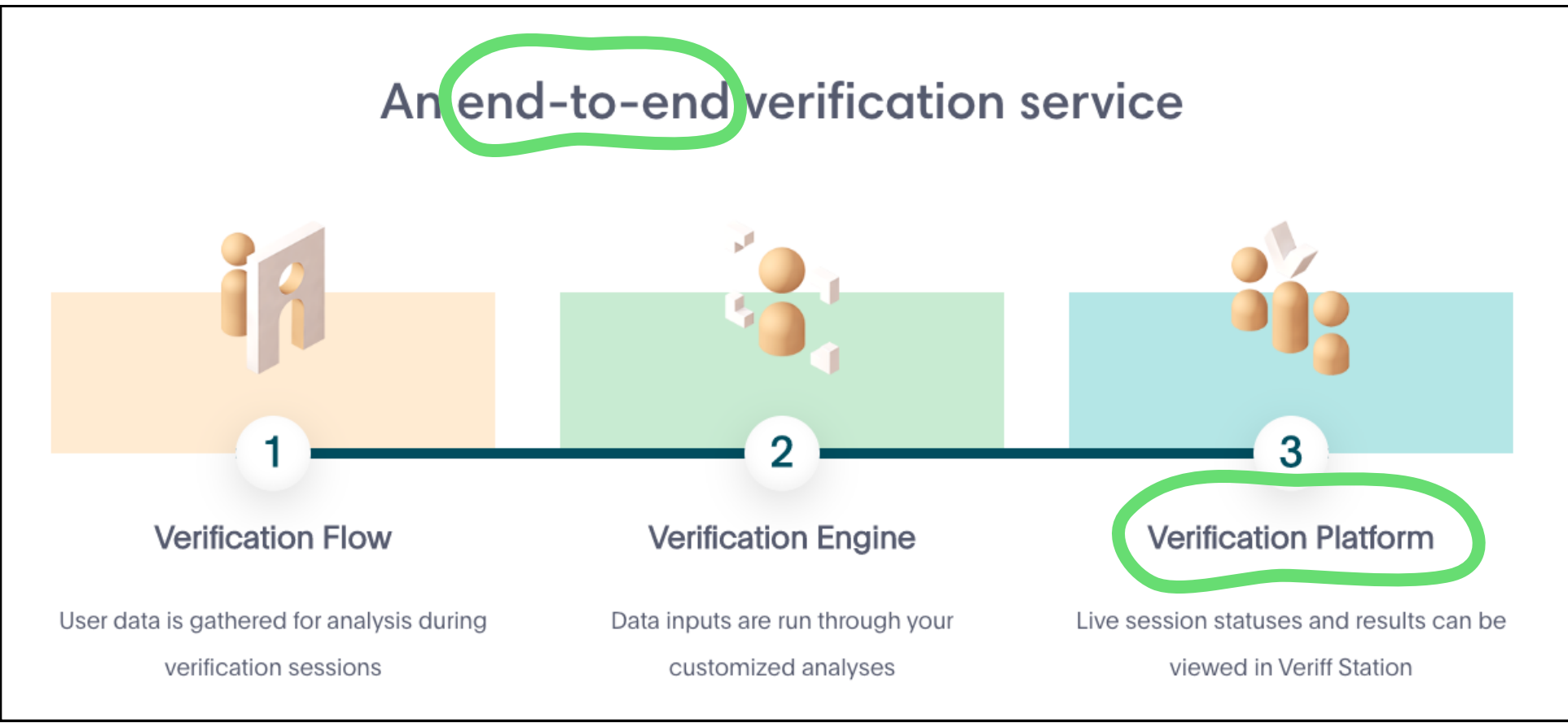
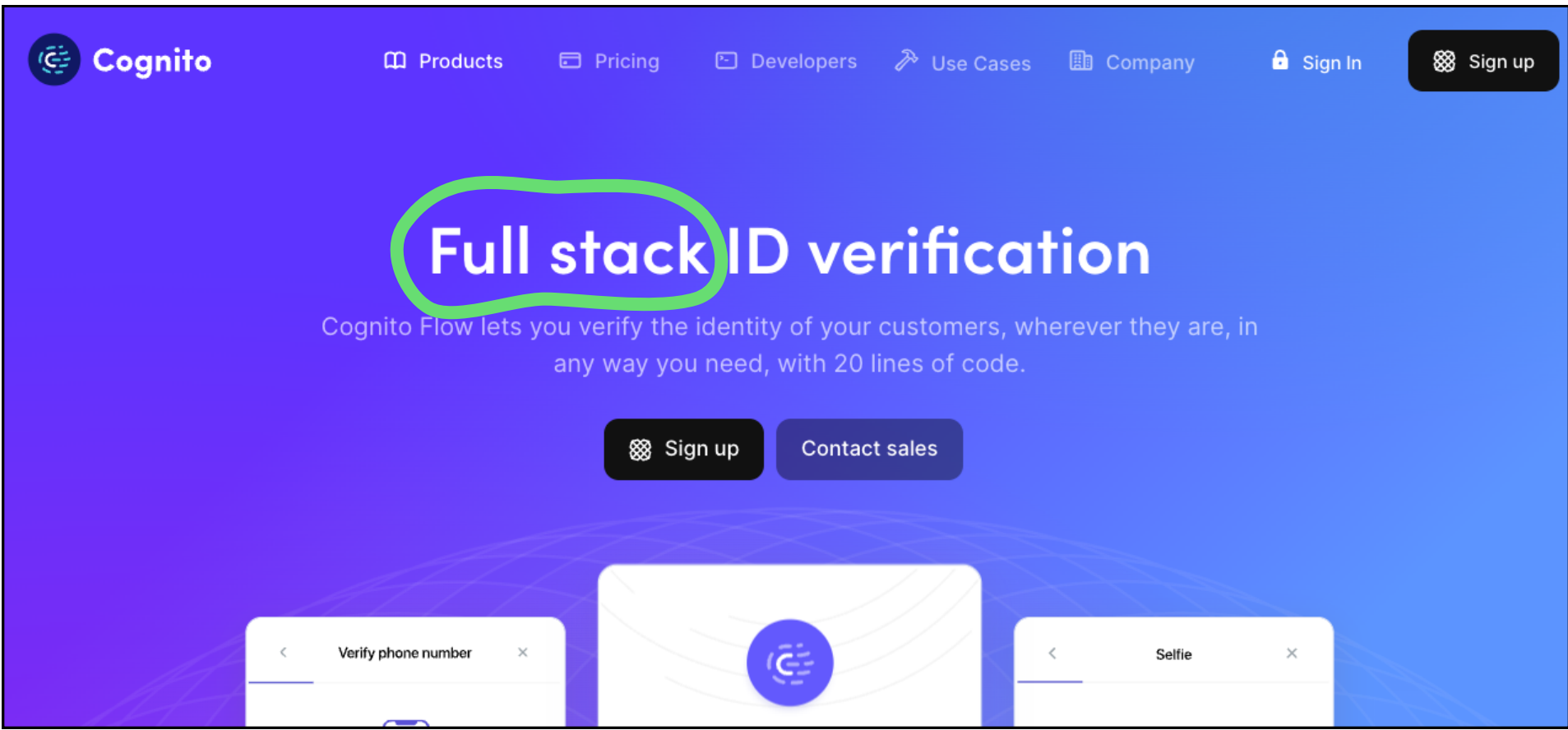
“The reality for security today is that security leaders have too many tools. 78% of CISOs have 16 or more tools in their cybersecurity vendor portfolio.

80% of organizations are currently executing a plan for or interested in vendor consolidation.”

- Gartner, Top 8 Security and Risk Trends Nov 2021

PROOF POINTS

Consolidation is underway. Below are a few examples (green highlights provided for emphasis).



Notice the language around “full stack,” “end-to-end,” and “platform.” Current macroeconomic conditions accelerate the trend.

“BEST-IN-BREED” BEHAVIOR AS A DIFFERENTIATOR.

Product innovation drives the need for partnering “as much as possible, where it makes sense.”

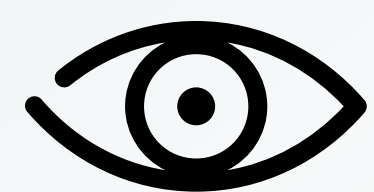
Today’s differentiators become tomorrow’s table stakes. Right now, behavior is still relatively nascent, and offers platforms and products a powerful differentiator. Behavior is increasingly sought after as a core value add for identity verification products because of its seamless integration and day one value.

Over the next 5 years, behavior is likely to become a hygiene factor, meaning that it will be conspicuous if absent from a platform’s offering. NeuroID, with its decades of research, steadfast commitment to innovation, unique product enhancement capabilities, and a robust partnership program, is the top choice for point solutions and platforms looking to offer their clients more and stay at the front of the pack.

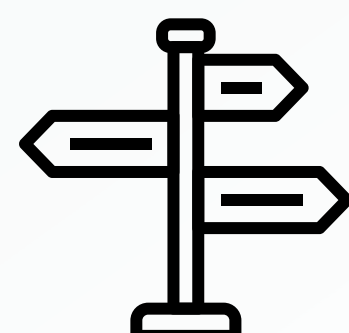
ELEVATE YOUR IDENTITY OFFERING



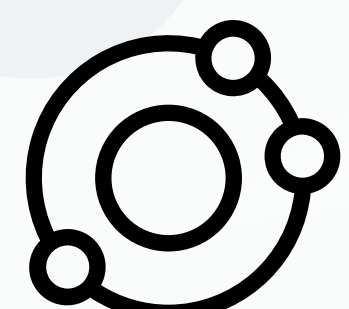
Day 1 protection from fraud rings and bot attacks



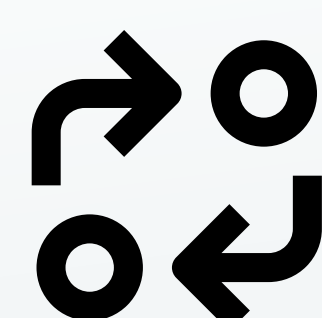
Crowd-level applicant visibility and behavior dashboards



Orchestrated behavior and identity verification flows



Unique, behavior-based identity attributes for data modeling and scoring



Seamless integration with existing offerings

ELEVATE YOUR PRODUCT VALUE

“Top of funnel” behavior transforms point solutions into identity platforms.

One reason why so many NeuroID partners are seeing value in NeuroID products is because behavior sits pre-submit, at top-of-funnel. This means that NeuroID partners can leverage NeuroID’s behavioral signals earlier on than almost any other signal, at the top of the identity verification funnel. This is significant, because often, point solutions are pigeon-holed into one part of the identity verification flow, typically later than they’d like in the account opening process.

NeuroID also works without collecting or storing any PII, and sits invisibly behind forms in order to remain completely frictionless for new account openers. PII is increasingly compromised as cyberattacks continue to bludgeon companies. Stolen information looks legitimate on its face, and if your account onboarding process doesn’t factor in behavior, then it’s missing the important nuance of how familiar an applicant is with the information that’s inputted. The information could be completely clean; but it could be entered by a bad actor. In that case, the bad actor won’t be familiar with the information, and NeuroID will flag that clunky entry as suspicious behavior.

By leveraging NeuroID top-of-funnel, behavior can act as an informant to the other point solutions, help orchestrate identity, and provide an umbrella of crowd-level insight that augments the existing point solution’s offering. By rolling together a multi-product bundle of behavior + existing solutions, point solution providers can then elevate their offerings and secure their future as a part of the identity platform landscape.

The image displays two side-by-side screenshots of an application form, illustrating the difference between a genuine entry and a risky entry. Both forms are titled 'Application' and include fields for First Name, Last Name, Date of Birth (MM/DD/YY), Email, Phone, Address, City, State, ZIP, and Social Security Number.

Genuine Entry (Left): The form shows a user named John, born 01-01-1980, with email john.genuine@professional.com, phone 555-4951823, and address 1234 Main Street, New York, NY 10001. The Social Security Number is 111-11-1111. The form is marked with a green checkmark and 'Genuine entry'.

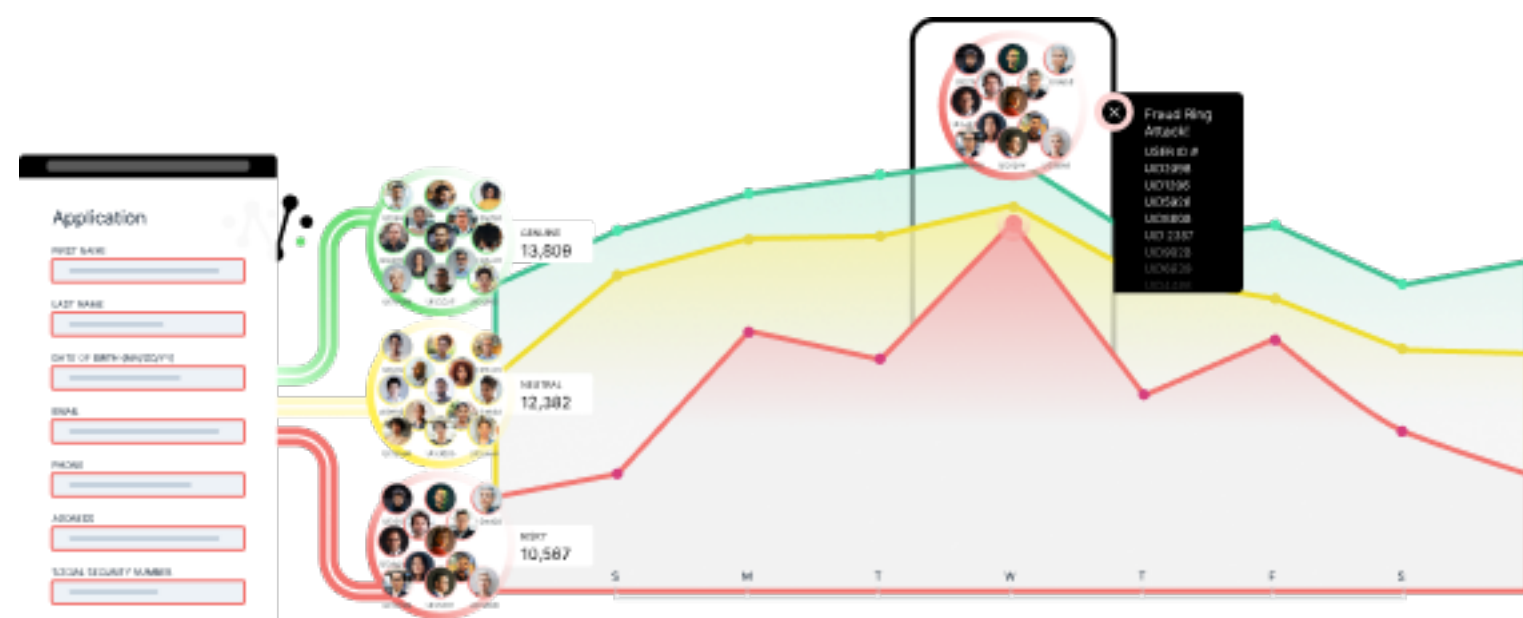
Risky Entry (Right): The form shows a user named Floyd, born 01-01-1980, with email john.genuine@professional.com, phone 555-4951823, and address 1234 Main Street, New York, NY 10001. The Social Security Number is 111-11-1111. The form is marked with a red X and 'Risky entry'.

THE PRODUCTS THAT UNLOCK YOUR PLATFORM

NeuroID offers 3 products that elevate point solutions and existing platforms. These products can be thought of as offerings that are in turn offered to your customers and prospects who value securing their growth during their applicants’ account opening journeys. ID Crowd Alert, ID Orchestrator, and ID Attributes are available for product and platform partners.

ID CROWD ALERT™

ID Crowd Alert enrolls your entire customer base with proactive protection and peace of mind. This includes crowd-level visualizations of behavior, fraud ring alerting, and bot detection.



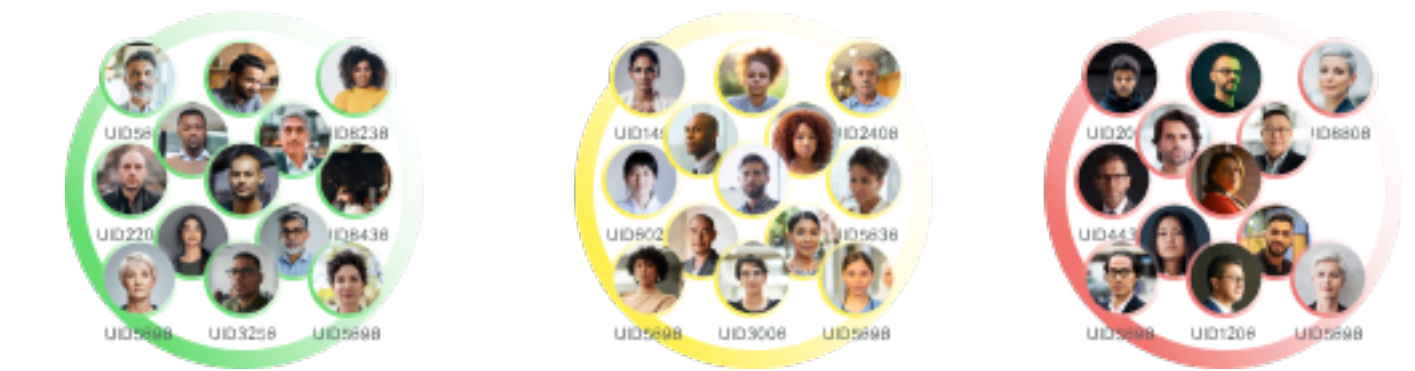
ID ORCHESTRATOR™

ID Orchestrator helps create a “risk-right” verification flow, providing behavior signals to customers top-of-funnel via real-time API to maximize genuine customer conversion.



ID ATTRIBUTES™

ID Attributes are the raw data signals that can be fed into custom machine learning models that some customers might have. This is the deepest and most complicated product NeuroID offers.



GOOD COMPANY

Some of the top companies in the world are upgrading their products and platforms with NeuroID. You'll be in good company.



HOW DOES IT WORK?

CAPTURING BEHAVIOR-BASED DIGITAL IDENTITY SIGNALS

2021 was a record year where corporate networks saw a 50% increase in cyber attacks driving \$7 billion in damages. PII is compromised on every hand, and it's increasingly less secure to verify identity solely using personal information. Behavior, as a top-of-funnel tool, can be used to both flag third-party fraud and orchestrate behavior and identity verification flows, helping companies be efficient with the data checks they pull and maximize their return on account opening.

ID CROWD ALERT™

ID Crowd Alert visualizes both crowd and individual session-level behavior, detects and alerts to fraud rings and bot attacks, providing proactive protection and peace of mind.

ID ORCHESTRATOR™

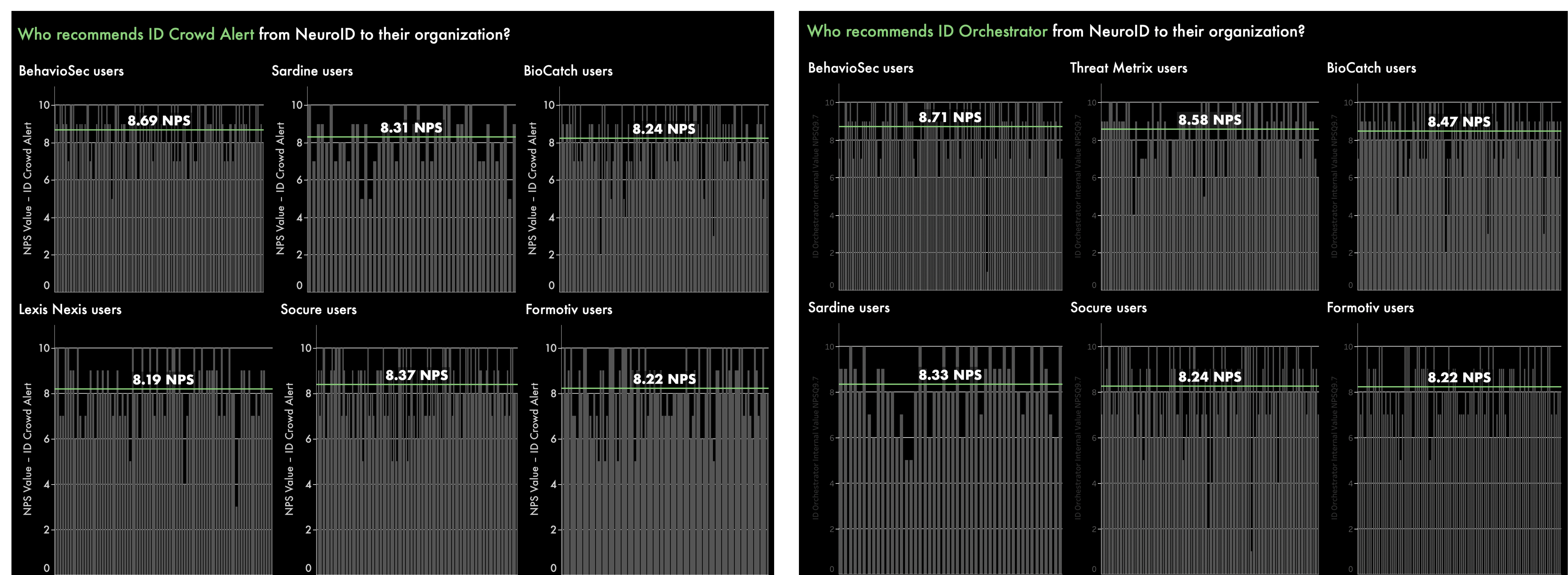
ID Orchestrator enables clients to take action against bad actors at an individual level via real-time API. This product can be used to orchestrate identity verification flows with existing point solution offerings.

ID ATTRIBUTES™

ID Attributes are advanced, raw behavior signals that can be used to enhance existing data science efforts and ML models.

ID PRODUCTS FIT SEAMLESSLY IN WITH OTHER SOLUTIONS

NeuroID's products are highly differentiated from every other "behavior" provider on the market. Among self-reported current users of each of these solutions, NeuroID achieved an average NPS score of greater than 8 in every competitive bucket. Even users of providers who might be considered competitors see the unique value in NeuroID products.



INTEGRATION IS SIMPLE

NeuroID's partner enablement and solutions teams have years of experience ensuring that integrations are smooth. Additionally, NeuroID provides partner enablement teams and solutions to guide you and your clients through every step of the way. Our customers have a very easy experience with integration and implementation.

"You're always skeptical when you're talking with a vendor and they tell you how easy it is to implement. But I'll tell you, in this case, this was absolutely true."

Colleen Benzin
Head of Product
Elephant Insurance

THANK YOU

WE LOOK FORWARD TO WORKING WITH YOU