

OVERVIEW

Uniting personal and digital identities into one data identity



Identity Proofing

Expose risk and establish trust by verifying consumer identities against a broad set of credit, non-credit and digital data sources, all stewarded with care.



Risk-Based Authentication

Secure the consumer journey with modern authentication solutions, designed to recognize and protect good users without sacrificing the consumer experience.



Fraud Analytics

Leverage precise identity and device data insights to detect potentially fraudulent behaviors, assess the risk of digital transactions and stop fraud in its tracks.

Designed to make trust possible between businesses and consumers, TransUnion TruValidate is built upon one of the world's most robust data identity platforms, offering solutions that strike the right balance between fighting fraud, authenticating consumers, and delivering an exceptional, friction-right user experience.

TruValidate

- **A more precise view of consumer data identity**
Combines advanced analytics with robust data sets resulting in a dynamic, reliable view of a consumer's personal and digital identity.
- **Global network of fraud analysts and risk insights**
Powered by global consortium data of millions of confirmed fraudulent transactions and behaviors, TruValidate offers critical insights into fraudster activities, locations and devices.
- **Flexible orchestration and integration**
Bring your fraud and identity solutions together with an orchestration platform built to streamline integration, deliver actionable insights and provide meaningful ROI.

TruValidate Product Suite

As your customers increasingly move online, fraudsters are evolving their strategies to devise new ways of fooling your systems and processes. Protect your business and consumers by staying a step ahead, using fraud and identity solutions that offer a more accurate and comprehensive data identity while delivering exceptional consumer experiences.

Identity Proofing solutions

- Identity Verification
- Fraud Alerts
- Verified Prefill
- Email & Phone Verification
- Document Verification

Risk-Based Authentication solutions

- Device-Based Authentication
- Multifactor Authentication
- Knowledge-Based Verification
- One-Time Passcode

Fraud Analytics solutions

- Device Risk
- Machine Learning Device Model
- Custom Model Development
- Fraud Prevention Exchange
- Investigations (TLOxp)
- Synthetic Fraud Model

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