



ANTIFRAUD PRODUCT BY ID ANALYTICS

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By Maria Aspan

ID Analytics Inc. of San Diego has started offering network-based software to verify customer identities.

The ID Analytics for Authentication software is intended to help financial institutions flag "legitimate and suspicious identities" while opening customer accounts over the phone or online, ID Analytics said Monday.

The company said the device can reduce the cost of verifying identities by up to 50% for institutions, while still allowing customers to open accounts quickly and easily.

It also can be used for resetting passwords, registering address changes, issuing security credentials, or authorizing large transactions.

The software will use data compiled and stored by ID Analytics to construct questions to verify customers' identities.

In an interview last week, Todd Higginson, the director of product marketing for ID Analytics, called the method "identity intelligence."

ID Analytics for Authentication offers institutions "a unique way to ask people authenticating questions based on life-history events," Mr. Higginson said. "It's a contributory model" that collects information contributed by customers over time, "and then we provide analysis and feedback."