

Succeed in a Dynamic Consumer Lending Environment

Leading organizations are sharpening their credit risk management strategies by combining legacy credit scores with advanced analytics applied to proprietary credit risk data. These institutions are now able to avoid credit losses and better manage their customer portfolios. ID Analytics Credit Optics delivers incremental visibility of credit worthiness by applying analytics not typically included in a credit report. This new approach supports more informed decisions across the entire credit spectrum.

id:analytics™

Fine-Tuning Credit Decisions

ID Analytics Credit Optics improves credit decisioning by gleaning insight from information that is not typically analyzed when calculating a traditional credit score. While traditional credit scores determine credit risk by predicting the willingness and ability to repay debt, ID Analytics Credit Optics introduces a unique, third dimension to this analysis—the stability of an individual. When used in combination with legacy credit scores, this incremental perspective of risk has been proven to eliminate up to 25% of credit losses without reducing the number of accounts booked.

In addition to strengthening the loss mitigation strategies being applied to existing portfolios, ID Analytics Credit Optics also supports responsible growth within emerging consumer segments. These attractive, emerging markets are typically comprised of individuals that do not conform to established credit risk profiles.

As a result, these “thin file” customers are often ignored or incorrectly categorized as high risk because their credit histories do not provide adequate detail to calculate a traditional credit score. ID Analytics Credit Optics is being used to identify the 20% of thin file accounts that will develop into profitable customers across a variety of industries.

BENEFITS OF ID ANALYTICS CREDIT OPTICS

- **Reduce Credit Losses with Unique Perspective of Risk**
Eliminate up to 25% of credit losses while maintaining account bookings.
- **Improve Credit Risk Performance**
Apply greater scrutiny to existing portfolios and new accounts.
- **Manage the Entire Credit Spectrum**
Proprietary insight applies to all credit classes.
- **Expand Share of Emerging Consumer Market**
Capture profitable consumers lacking established credit histories.
- **Fine-Tune Decisioning Processes**
Pinpoint customers worthy of receiving an improved offer.



$$u(x) = \beta_0 + \sum_{j=1}^n \beta_j x_j$$

ID Analytics Credit Optics operates within a secured environment. Data is never triggered for distribution to your competitors. Because all data is encrypted at all times while standing and also resides within ID Analytics' secure data center, sensitive customer information is never appended by third-party sources or sent to outside data brokers. These strict policies have enabled ID Analytics to achieve both SAS-70 and Payment Card Industry (PCI) compliance.

How It Works

ID Analytics delivers a unique perspective of risk based on proprietary Advanced AnalyticsSM and the ID Network[®], the nation's only real-time, cross-industry compilation of identity information. The ID Network inherently contains information used to assess credit worthiness, which is not available in consumer credit reports.

The ID Network incorporates a broad range of identity-centric information across multiple industries, and representing more than six years of history. The ID Network includes more than one billion consumer transactions as well as granular detail on more than two million cases of fraud. The data within the ID Network is never sold or distributed.

ID Analytics Credit Optics quantitatively evaluates billions of identity transactions and differentiates between legitimate and suspicious behaviors. The result is a determination of credit worthiness based on stability of credit and identity risk over time. This valuable and innovative approach is used in conjunction with traditional credit scores in order to fine-tune policies and mitigate credit risk. Additionally, ID Analytics Credit Optics may be used as the primary credit score for thin file applications.

While credit loss mitigation is most effectively managed during the account origination process, incremental scrutiny may be applied throughout the account lifecycle. Whether your strategy is focused on dynamic credit line adjustments or determining cross-sell offers, ID Analytics Credit Optics is a cost-effective solution for ongoing analysis of your portfolio. In all scenarios, ID Analytics Credit Optics delivers actionable intelligence in accordance with the Fair Credit Reporting Act (FCRA).

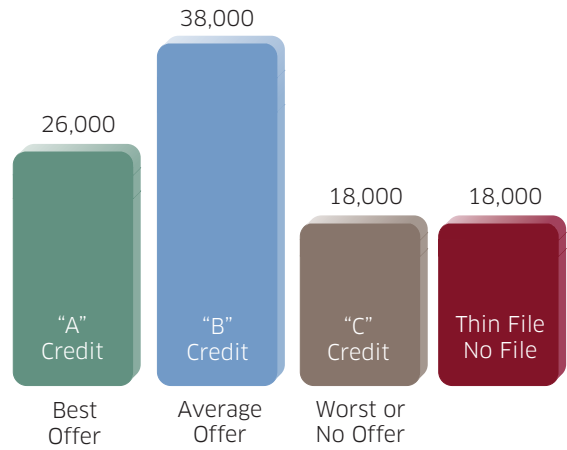
Evolve Credit Risk Management Practices

Turn to ID Analytics Credit Optics to sharpen and improve credit risk management practices across the entire credit spectrum. The results are proven to reduce credit losses and capture emerging consumers by integrating an incremental, yet powerful perspective of risk. For a free consultation and assessment, contact us at marketinginfo@idanalytics.com, 858-312-6200 or 866-248-7344 to set up an appointment. Or, visit www.idanalytics.com for more information about ID Analytics Credit Optics and our complete suite of identity intelligence solutions.

ID ANALYTICS CREDIT OPTICS WORKFLOW



Let's say 100,000 applications are evaluated and categorized based on a traditional credit score. The challenge is managing the applications that fall between the margins of separate credit classes and offers. If policies are too tight, desirable, yet marginal, customers will abandon based on the offer received. If too loose, some customers will receive offers that increase risk exposure.



When all applications are routed through ID Analytics Credit Optics, additional insight is delivered in order to decrease credit losses, deliver better targeted offers and effectively manage portfolios across the entire lifecycle.