

Providing On-Demand Identity Intelligence to the Government

ID Analytics pioneered the concept of on-demand identity scoring and assists government agencies in protecting personal data and reducing identity related risk. ID Analytics' identity intelligence solutions, which are based on the ID Network[®] and Advanced AnalyticsSM, support government efforts to protect personally identifiable information (PII) and minimize identity risk across the identity management lifecycle.



Gain New Insight to Overcome Identity Risk Challenges

With greater visibility into individual identities, government agencies can protect information and minimize risk. ID Analytics' solutions help the government with two key operational challenges:

- **Protect Personal Information:** Constituents trust the government to protect their PII from misuse. Government assurance efforts face increasing challenges from insider threats and undiscovered data leakages. ID Analytics' on-demand identity intelligence solutions identify risks to PII entrusted to government agencies including specific harm analysis which facilitates appropriate incident response procedures to protect your reputation and optimize protection for government agencies.
- **Minimize Identity Risk:** Identity risk needs to be reviewed not only at the point of enrollment, but across the identity management lifecycle including password reset requests, change of address or phone number, applications for additional services, or updates to a client's profile. ID Analytics provides customers with on-demand identity intelligence to immediately reveal the risk level of any individual at critical points of interaction.

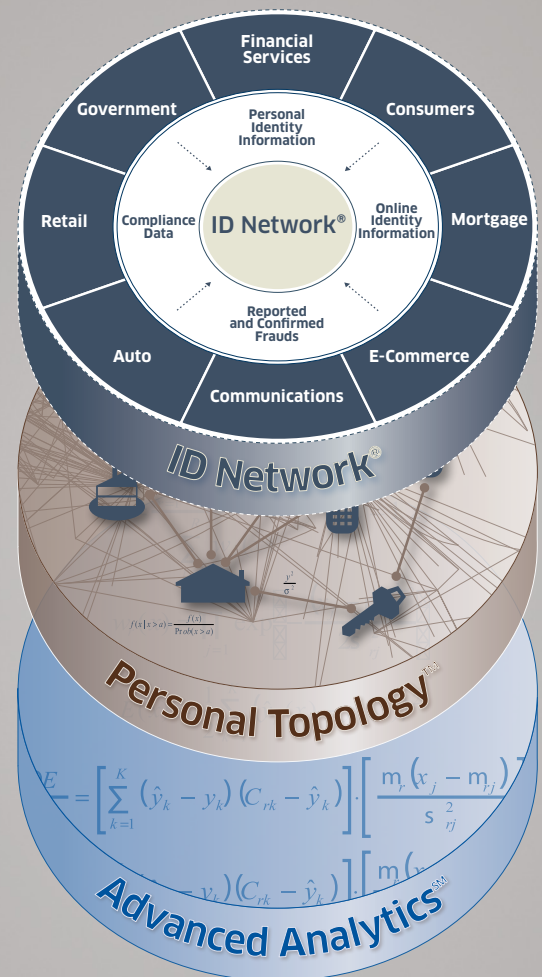
ID Analytics helps leading companies in the private sector and government agencies protect their financial position and brand reputation as well as ensure consumer identities remain safe.

How It Works

By applying next generation analytics to consortium data within the ID Network – the nation's only cross-industry compilation of identity information, ID Analytics delivers unprecedented visibility into individual identities to help better assess risk and protect constituents. Built from the ground up, the ID Network includes 360 billion aggregated attributes, two million reported frauds, and one billion consumer transactions. The ID Network receives an average daily flow of 45 million attributes via a constant stream of input from Fortune 100 companies. This depth of information facilitates the ID Network's real-time ability to deliver reliable, high-resolution visibility into an identity.

Using content from the ID Network, ID Analytics creates Personal Topology[™] – an abstract representation of an individual's particular identity characteristics, including the connectedness to other individuals and their distinct identity characteristics – providing unique visibility that is extremely meaningful. By using ID Analytics portfolio of Advanced Analytics to integrate and interpret this Personal Topology, ID Analytics quantitatively evaluates millions of desirable and suspicious behaviors and relationships.

ON-DEMAND IDENTITY INTELLIGENCE



ID Analytics' identity intelligence solutions deliver unprecedented, on-demand insight through the combined capabilities of the ID Network[®], Personal Topology[™] and patented Advanced AnalyticsSM. The ID Network delivers a comprehensive, cross-industry compilation of identity information that is used to create a Personal Topology, an abstract representation of each individual's particular identity characteristics. By applying an extensive portfolio of algorithms, rules, and optimization processes, Advanced Analytics reveals the risk level of an individual.

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

Together these elements provide ID Analytics customers with on-demand identity intelligence they can use to immediately reveal the risk level of any individual at critical points of interaction.

Gain Perspective. Enhance Protection.

ID Analytics offers unique visibility into how an identity behaves across industries over time. For government agencies, this capability is delivered through three key offerings to protect personal information and minimize identity risk:

ID Analytics for Authentication™: This cost-effective, network based authentication solution does not rely on public records data that is easily accessible by identity thieves. Instead, it uses data within the proprietary ID Network to assess the risk of an individual identity at critical points of interaction, including application, identity proofing, and profile changes, and then determine whether further authentication is necessary. ID Analytics for Authentication includes two components – ID Score® which provides the industry's most accurate identity risk analytics and Certain ID™ to generate and deliver strong authentication questions and questioning processes that can be customized for specific business needs.

ID Analytics for Data Defense™: This offering helps government agencies identify evidence of internal and external data breaches. Using the linkage analysis and pattern recognition algorithms in the Personal Topology process, ID Analytics can analyze PII in the ID Network to immediately identify suspicious patterns, such as unexpected relationships or shared identity elements that suggest potential misuse. This enterprise approach to protecting your constituents' personal information includes Breach Analysis ServicesSM for any breaches or incidents identified.

In August 2008, the U.S. General Services Administration awarded ID Analytics a multiple award schedule (GS 23F-0054U) for Independent Risk Analysis and Breach Analysis Services. This contract vehicle includes ID Analytics for Data Defense and provides government customers with convenient access to these critical services.

ID Analytics for Data Defense is also available through a GSA Blanket Purchase Agreement (BPA) awarded to SRA International, Inc. (GS-23F-IRA02) for Independent Risk Analysis. This BPA offers an expert team with sophisticated data analysis, mining, and forensics capabilities to manage the response to a data breach. Through this competitively awarded BPA, government agencies can access a set of solutions, including ID Analytics for Data Defense, to identify risks and quickly address breaches involving PII. Together, SRA, ID Analytics and Hunton & Williams LLP deliver a complete solution to quickly respond to data breaches in a high-pressure, high-security environment.

Increase Your Identity Intelligence Today

Founded in 2002 and headquartered in San Diego, California, ID Analytics is trusted by the top U.S. communication and financial service companies, as well as major retailers, government agencies, and healthcare issuers to drive new revenue opportunities,

“Identity proofing using behavioral and transactional analysis is more effective at curbing fraud than is simple matching of records.”

– Gartner, March 2007

ID ANALYTICS' IDENTITY INTELLIGENCE SOLUTIONS

ID Analytics' proven identity intelligence solutions deliver real-world results. ID Analytics offers a range of products and solutions that address the increasingly sophisticated needs of its customers. These include:

- **ID Score®** Delivers reliable, high resolution visibility into identity activity across industries over time in order to accurately assess identity risk at critical points of customer interaction.
- **ID Score®-Action** Supplements credit decisioning processes with identity risk tolerances which are actionable under the Fair Credit Reporting Act.
- **ID Analytics® Credit Optics™** Improves credit decisioning by gleaning insight from information that is not typically analyzed when calculating a traditional credit score – the stability of an individual.
- **ID Analytics for Authentication™** Offers a cost-effective, network based authentication solution that uses identity intelligence to dynamically generate authenticating questions that are unique to an individual.
- **ID Analytics for Identity Monitoring™** Provides an “early warning” identity theft monitoring service that lets consumers know when their identity is at risk and alerts them when their identity is being used – potentially without permission.
- **ID Analytics for Data Defense™** Proactively monitors organizational data and detects indications of identity theft due to lost hard drives, stolen laptops, or illicit behavior by internal or external parties.

eliminate financial losses, and protect brand reputation with improved customer experience.

For more information on how your agency can benefit from the increased insight and proactive protection of on-demand identity intelligence, contact us at government@idanalytics.com, 858-312-6200 or 866-248-7344. Or, visit www.idanalytics.com.