



LexisNexis® BehavioSec® Facilitating New Account Opening and Accelerating Onboarding

Eliminate unnecessary onboarding friction and establish identity trust with advanced behavioral biometrics

Benefits to Businesses



Boost revenue opportunities by facilitating account opening for genuine customers.



Improve conversion rates by removing unnecessary friction at onboarding stage.



Reduce manual reviews and unnecessary checks by knowing which customers to trust.



Detect suspicious activity and reduce potential fraud throughout the user journey.

Build **Trust** with BehavioSec® for New Account Openings

BehavioSec® for New Account Openings fosters trust in digital channels with highly predictive behavior analysis and advanced techniques that bring suspected fraudulent activity to light.

Working passively behind the scenes, BehavioSec silently collects behavioral data whenever a user engages with a website or mobile application.

It analyzes the information and compares the results against known patterns of trusted and fraudulent interactions from the external environment to identify anomalous behavior that may indicate fraud.

BehavioSec uses a combination of different behavioral methods to help organizations fight onboarding fraud without adding unnecessary friction.

- **Behavioral anomalies** – Is the behavior consistent with how most people normally type, swipe and input information online?
- **Memory & process anomalies** – Is the behavior in line with how people input personal and well known information?
- **A baseline of normal** – How do the fraud and anomaly data compare with the population in a specific environment?

Actionable Intelligence at your Fingertips

BehavioSec works seamlessly in combination with LexisNexis® ThreatMetrix®

Minimal tuning or training is needed for the behavioral and memory anomaly methods – so you can gain immediate value from the start.



**More
Accurate
Fraud
Detection**

**Improve
Risk
Assessment**

**Improve
Trust**

**Reduce
Fraud
Losses**

Boost Business Efficiency

BehavioSec for new account opening can help you more reliably distinguish genuine users from bots and bad actors.

It allows you to onboard new customers with more confidence.

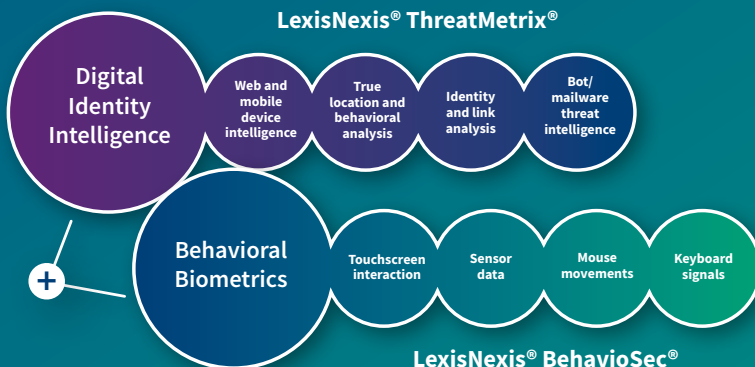
Most importantly, BehavioSec helps to prevent fraud and optimize the user experience – boosting business efficiency and customer satisfaction.

Unleash the Power of Leading Device and Digital Identity Intelligence with Advanced Behavioral Biometrics

BehavioSec adds an additional security layer to ThreatMetrix®, a global enterprise solution for digital identity intelligence and digital authentication.

Combined with the digital identity and device intelligence from ThreatMetrix, BehavioSec helps organizations improve trust in users and transactions, helping to shield both businesses and consumers from fraud losses, and improving the overall user experience.

ThreatMetrix provides leading technology on device and digital identity intelligence – recognizing trusted and suspicious behaviors related to location, IP, use of Proxies and VPNs, payments and beneficiary data, device and email history, among others – BehavioSec brings complementary intelligence on human device interactions.



Our Portfolio

Our multi-layered approach leverages market-leading identity verification, authentication, fraud detection, investigation and digital identity intelligence capabilities, helping you create a more accurate risk management strategy.



Discover the Power of LexisNexis® BehavioSec®

[» Learn More](#)



About LexisNexis® Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

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