LexisNexis® RISK SOLUTIONS

DELL Technologies

Customer | Dell Technologies

Reducing Fraud and Friction in High-Growth Markets with LexisNexis® Emailage® Adaptive

Industry | Global ecommerce and consumer technology

Overview

As one of the world's largest technology brands, Dell Technologies was already operating a highly optimized fraud prevention strategy using multiple solutions and was not actively seeking to change its process. However, after seeing the performance gains enabled by LexisNexis® Emailage® Adaptive, the business recognized a significant opportunity to further reduce fraud risk and improve the experience for legitimate customers.

With Emailage® Adaptive advanced AI-driven scoring, Dell Technologies enhanced detection accuracy, reduced manual reviews, and enabled more trusted transactions, accelerating global growth with greater efficiency.

Challenges

- Capture more good transactions
- Reduce friction for more customers
- Improve fraud detection precision
- Optimize fraud analyst productivity
- Streamline fraud policy operations

Our solution

LexisNexis® Emailage® Adaptive

To improve the experience for legitimate customers across its global ecommerce platform, Dell Technologies sought a scalable, AI-driven fraud prevention solution. The company wanted to gain more confidence with high-risk transactions, reduce friction, gain operational efficiency and in turn improve customer experience. By deploying Emailage® Adaptive, Dell Technologies increased the precision of its fraud detection strategy and improved operational agility.

Unlike traditional models, Emailage Adaptive is a fully AI-powered, self-calibrating solution that continuously adapts to localized fraud patterns based on real-time customer-specific data. Since implementation, the company has seen:

2x
more fraud captured in high-risk segments

1.7x
more high-risk fraud attempts automatically declined

83%
fewer low-risk transactions routed to manual review

Stronger revenue
protection by increasing approval confidence on legitimate orders

Enabling smoother experiences for trusted customers while confidently preventing fraud

Emailage Adaptive has helped Dell Technologies modernize fraud prevention by minimizing reliance on static rules and manual policy adjustments. The AI model identifies fraud based on evolving, localized patterns while simultaneously improving confidence in risk assessments, both positive and negative.

Previously considered high-risk markets have experienced significant drops in manual reviews and substantial increases in fraud capture accuracy. With Emailage Adaptive scoring, the company has unlocked more automated approvals of low-risk transactions and reduced false positives that would have previously blocked legitimate customers.

While Emailage Adaptive is one of several signals used in the company's risk decisioning framework, its high accuracy has led to greater reliance on its output. Today, Emailage Adaptive scores help drive more confident decisions through dynamic scoring distributions, automated thresholds and transparent reason codes, supporting more efficient operations and scalable global growth.

> "We've been able to improve fraud detection and simultaneously move more good transactions through with less manual effort. Emailage Adaptive gives us confidence in our risk scores and has reduced the burden on our teams to manually adjust thresholds or policies."
>
> — Jeremy Cole, Director, Business Operations, Dell Technologies

How we solved the main challenges

1. Transitioning to automated, continuous fraud decisioning

Dell Technologies operates in a highly dynamic fraud environment where agility, speed and precision are critical. Previously dependent on quarterly rule tuning and periodic policy adjustments, the company transitioned to a continuous and automated fraud decisioning strategy enabled by Emailage Adaptive.

The solution automatically trains a new model and uses a champion-challenger process to deploy the best-performing model.

2. Adaptive real-time scoring model

The real-time Emailage Adaptive scoring model now informs automated workflows and helps allocate manual review resources more strategically. Dell Technologies has streamlined fraud detection and reduced operational overhead by relying on Emailage Adaptive scoring to drive decisioning thresholds.

3. A collaborative approach to optimization

The implementation reflects a close collaboration between LexisNexis® Risk Solutions and Dell Technologies internal teams. Performance insights are shared quarterly and solution configurations are continuously optimized based on emerging threats and evolving transaction volumes. The fraud team can now calibrate less, act faster and approve more legitimate transactions with confidence.

Features to focus on

Emailage Adaptive helps global businesses make more confident decisions while creating seamless experiences for genuine customers.

Key capabilities include:

- **Adaptive AI scoring:** A self-calibrating model that continuously adjusts to evolving fraud vectors
- **Deeper risk insights:** AI-powered decisioning and cross-attribute linking that reveal stronger connections across customer signals
- **Greater decision precision:** Improved accuracy in transaction risk scoring to support faster, more reliable outcomes

It's time to live life securely and less interrupted.

Discover how we secure every customer interaction, enhance experience and boost business potential.

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