

IDENTITY RESOLUTION & VERIFICATION

KNOW YOUR DATA
KNOW YOUR
CUSTOMER



800.MELISSA (635.4772)
www.Melissa.com

melissa[®]

62%

of companies were targets of payments fraud last year.

Source: 2015 AFP Payments Fraud and Control Survey

Protect Against Fraud and Money Laundering

Financial institutions looking to comply with anti-money laundering (AML) financing regulations face the challenge of delivering on the customer's expectation for convenience, speed, and simplicity, while also mitigating the risk of fraud.

Melissa Identity Resolution solutions enable institutions to know who's who by combining proprietary linking technology with a global reference dataset of billions of active and historical records for a confident Know Your Customer (KYC)/AML solution.

This offers a significant opportunity to retire costly legacy Compliance and KYC systems, reduce headcount for manual review, and avoid reputational risk with regulators and the general public. It's a flexible Cloud solution you can tailor to your specific sign-up process and risk management requirements, ensuring an excellent customer experience while guarding against fraud and money laundering.



E-commerce



AML Compliance



Customer Due Diligence



Know Your Customer (KYC)



Card Not Present



FinTech/RegTech



2015

ID FRAUD ROSE BY 57%.
85% OF THIS WAS ONLINE.

2016

FINTECH ADOPTION
PROJECTED TO
DOUBLE.

2017

4MLD REGULATIONS
AND COMPLIANCE
COME INTO
FULL EFFECT.

The cost of doing thorough due diligence is high. But the cost of not doing it is even higher. **Are you ready?**

Industry-Specific Solutions

Many industries require fast, reliable identity verification, but the needs of your business are unique. Whether you need to prevent fraud or meet compliance, Melissa offers flexible solutions that deliver the information you need, the way you need it.

MOBILE ONBOARDING	ECOMMERCE FRAUD	ANTI-MONEY LAUNDERING	
			
		Know Your Customer (KYC)	Customer Due Diligence (CDD)
The rise of mobile transactions requires financial services, health-care, and others deploy secure processes for consumers, patients, and businesses who wish to connect.	Vendors are always at risk from criminals who purchase products with fraudulent credit and other data, intending to defraud those vendors via phony chargebacks.	KYC tools are required by e-commerce and financial services organizations to screen for those customers who expose them to potential risk and reputational harm.	Financial institutions must deploy enhanced CDD and proper verification of customers trading in high-value goods, or having risky backgrounds.
MELISSA Identity Resolution ✓ Personator World ✓ Global Address ✓ Global Email ✓ Global Phone ✓ Global Express Entry ✓ Global Name ✓ IP Locator ✓ Business Coder ✓ Geocoder			

Simple, Accurate and Reliable Identity Resolution

Melissa Identity Resolution and Verification provides real-time tools and services to achieve entity resolution and compliance in the areas of Anti-Money Laundering (AML), Fraud Prevention, Politically Exposed Persons (PEP), and Bank Secrecy Act (BSA) regulations.



National ID and Age Verification

Verify an applicant or customer Social Security Number (SSN), Driver's License, or National ID, and quickly confirm an age to prevent under-age, consumer-not-present activities.



Global Name-Address Verification

Confirm the name and address match, and the address is deliverable and standardized to USPS®, Canada Post®, and international specifications for 240+ countries.



Watch List and Politically Exposed Persons (PEP) Screening

Check an individual against OFAC and other federal and international databases containing economic and trade sanctions against certain nations, entities/businesses, and individuals.



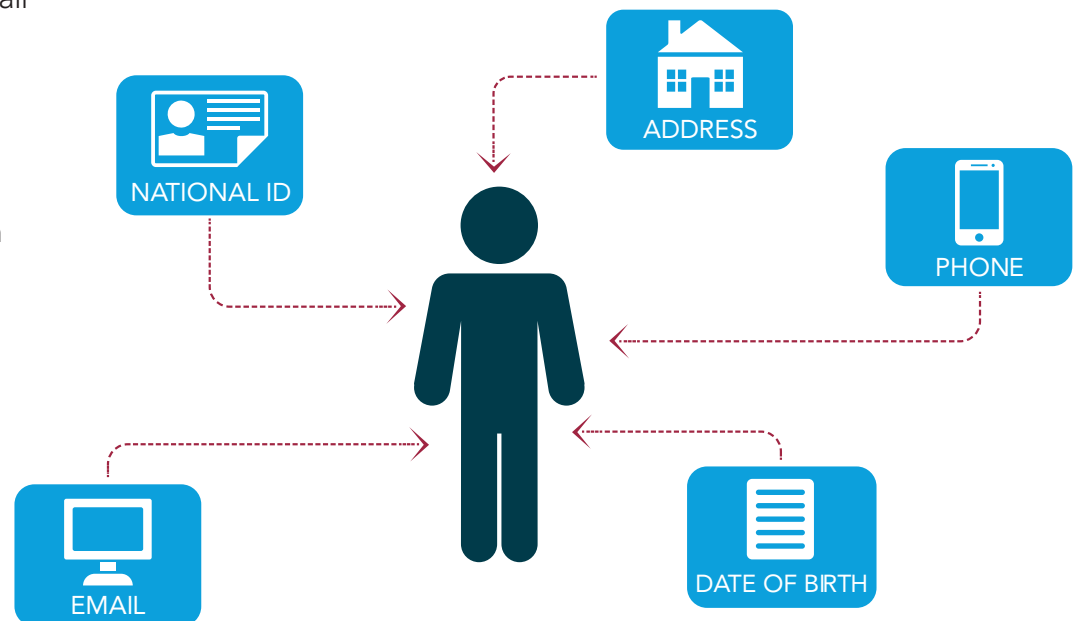
Contact Data Validation

Authenticate phone number, ownership, and whether a mobile number is active and callable, ping the email mailbox to ensure it exists, and confirm that a given name is valid and in the proper format.



Location Intelligence and Customer Insight

Assign a latitude-longitude coordinate to global addresses, add geolocation information to IPv4 addresses, and enrich records with detailed consumer demographic and business firmographic data.





MetaBank Prevents Prepaid Card Fraud with Data Cleansing Solutions



Every bank absolutely, positively, must know the exact identities of all its customers. Federal anti-fraud and money laundering regulations require it, and good customer service thrives on it. But when a bank's customers include not only its own retail clients, but also hundreds of organizations with their own customers – the challenge is exponentially greater.

That was the case with MetaBank, a savings institution with several retail locations in the Western U.S. What set MetaBank apart, however is its Meta Payment Systems division, providing millions of individual prepaid payment cards – including gift, incentive, travel, payroll, and reloadable cards, plus banking services – for hundreds of card-issuing companies and providers.

VERIFYING IDENTITY PROVED CHALLENGING

How pressing is Meta Payment Systems' customer identity and data quality challenge? Put it this way: Every single day the company receives up to 30 million individual customer records that flow directly into its database systems.

"Of our many, many prepaid-card customers that we trade data with, all have differing data systems and differing data quality standards," said Ron Van Zanten, senior vice president of data systems & business intelligence at Meta Payment Systems. "We import all of their information – names, addresses, phone numbers, and geolocations – into our databases, and have to bring that data into a condition where it can be used properly."

But the company had to deal with different data formats, incomplete records, and non-standard addresses flowing in from these corporate clients. As a result, database queries were often inaccurate. Duplicated customers received duplicate letters, a drain on both finances and customer service. And fraudsters—those, for example, requesting multiple cards issued to the same person at different addresses—were tough to catch due to spotty location information.

DEPLOYING MELISSA'S DATA QUALITY SOLUTIONS

Meta turned to Melissa's Data Quality Suite to verify, correct, and enrich contact data (name, address, phone and email) in real-time as it flows directly into Meta Payment's databases. "If we didn't receive a geocode from a previous run, we're now able to receive one based on updates to addresses, which we can append to the new record," said Mark Lanners, Meta's director of data management.

“

"We're now able to identify everything from fraud to missing data, and allow our individual customers to swipe their cards with confidence."

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– MARK LANNERS,
DIRECTOR OF DATA MANAGEMENT, METABANK

Customer Use Case Study



Melissa reduces fraudulent e-commerce transactions for online automotive retailer by 90+%



While e-commerce is booming, the threat of fraudulent transactions is also on the rise. Online fraud cost e-retailers between 45% and 60% of their overall profitability. Fraud happens via stolen credit cards, and through chargebacks – when a fraudster takes delivery of a product and then promptly denies payment through his credit card provider.

Z1 Motorsports in Atlanta experienced this problem first-hand. Z1 supplies high-performance automotive parts to do-it-yourselfers and enthusiasts worldwide. Most buyers are legitimate, however Z1 struggled to ship parts to sincere customers as quickly as possible while warding off orders from fraudsters.

STEMMING THE LOSS

Z1 received about \$250,000 in annual chargebacks even though per order, the sales staff took 7.5 minutes away from productive sales work sifting the good orders from the bad.

Alistair Cruickshank, director of IT at Z1, states that while the chargeback process is time and labor intensive, it usually doesn't rule in favor of the merchant.

Cruickshank says the key to controlling losses is to have the right information to make the decision to ship or not ship. "When we'd received an order, we tried to make sure every customer was legit," says Cruickshank. "We'd first look to see if the billing and shipping address were the same, or if there was a request for express shipping, indicating possible quick chargebacks as soon as they received the parts."

A FULL-FEATURED APPROACH

Z1 began using Melissa's Personator in 2017, and the payoff has been dramatic. Even if a customer's billing and shipping addresses are different, Personator checks to ensure they're both a valid match.

“

The most important contribution Melissa has made is in our knowing who are customers really are. Being able to verify names, addresses, and more enables us, at last, to say yes or no to any order. Because of that, I've recommended Melissa to several other companies. It saves you time and money.

”

– ALISTAIR CRUICKSHANK,
DIRECTOR OF IT, Z1 MOTORSPORTS

After just one year running about \$1.5 million worth of suspicious orders through its verification tools - \$250,000 in annual chargebacks were reduced 90+% to \$22,000, while the labor cost of manually verifying customers has reduced dramatically from 7.5 minutes per flagged account to a mere 1.5 minutes.

Why Partner with Melissa

Because identity has never been more important.

Melissa has been providing identity verification, entity resolution, and contact data quality solutions for over 30 years. In that time, we have helped thousands of organizations across multiple industries and across the world proactively manage the quality of their data to operate more efficiently, deliver outstanding customer service, and minimize risk.

Certified and Compliant

- SOC 2 Type II
- US/EU Privacy Shield
- HIPAA/HITECH
- USPS® CASS™ and Canada Post® SERP® Certified

Key Features

- Flexible Cloud API (REST, XML) Technology
- Proof of Concept (POC) and Free Trials
- Unlimited Technical and International Support
- Service Level Agreements (SLAs); Failover and Uptime Guarantees



Proudly supporting start-up to Fortune 500 corporations, and multi-nationals including:





OUR GLOBAL INTELLIGENCE SOLUTIONS SUPPORT MANY COUNTRY DATA SETS
ALL OVER THE WORLD, INCLUDING:

ARGENTINA
AUSTRALIA
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BAHRAIN
BELGIUM
BRAZIL
CANADA
CHINA
DENMARK
EGYPT
FINLAND
FRANCE
GERMANY
GREAT BRITAIN
HONG KONG
IRELAND
ITALY
JAPAN
JORDAN

KUWAIT
LEBANON
MALAYSIA
NETHERLANDS
NEW ZEALAND
NORWAY
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