

Account Opening Risk by Mastercard Identity

Account Opening Risk by Mastercard Identity is an all-in-one solution that combines powerful network insights from Mastercard Identity with Entrust's award-winning AI-powered identity verification to create a dynamic, risk-based onboarding experience. Our solution helps financial institutions drive customer growth while proactively defending against today's most sophisticated fraud threats.

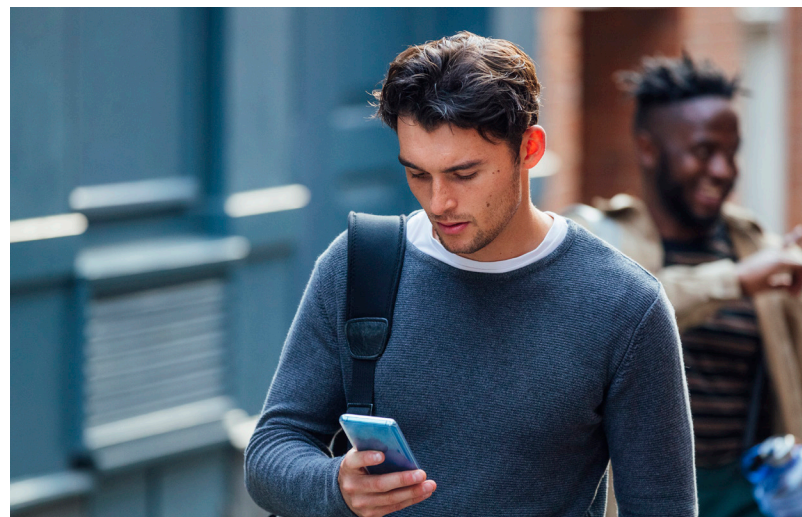
Challenges

Financial institutions today face several challenges in the race for digital customer acquisition and retention. They must deliver a fast, frictionless onboarding experience while combating an ever-evolving fraud landscape, all without driving up operational costs:

- **Fraud risk is higher than ever:** Relying on static, historical data leaves financial institutions vulnerable to sophisticated fraud schemes. Synthetic identities and coordinated fraud rings exploit gaps in traditional methods, leading to significant financial losses and reputational damage.
- **Friction prevents user growth and lifetime value:** A rigid, one-size-fits-all onboarding process creates unnecessary friction for legitimate customers.
- **Manual processes drive costs:** Traditional fraud prevention methods lead to an overreliance on time-consuming manual reviews. This burden is often caused by "false flags" for genuine customers or a lack of clear-cut fraud signals. As a result, fraud teams are forced to sift through a high volume of low-risk applications, wasting valuable time and resources that could be better spent on complex threats.

Solution

Account Opening Risk by Mastercard Identity is a unified solution that addresses these challenges by intelligently orchestrating the customer onboarding workflow. By providing a holistic view of identity legitimacy, it enables a fast, secure, and cost-effective digital account opening process.



Benefits

- **Proactively defend against sophisticated fraud:** Our solution enables a strategic shift from reactive detection to a proactive defense with an innovative, multi-layered approach. By assessing a customer's digital identity trustworthiness with a clear and actionable risk score, we leverage real-time signals from Mastercard Identity's network to detect and block sophisticated fraud schemes, including synthetic identities and fraud rings, at the very first touchpoint.
- **Get more good customers by providing the right insights at the right time:** We optimize user experience by directing the right customer through the right level of verification at the right time. Legitimate customers are guided down a frictionless onboarding path, allowing them to get to product activation faster. Meanwhile, potential risks are dynamically routed to a higher assurance identity verification check, and confirmed fraudsters are quickly sidelined from the process.
- **Optimize operations and reduce costs:** Our intelligent workflow streamlines the onboarding process by triaging customers to ensure AI-powered verification is triggered only when needed. This makes operational workflows leaner and faster, freeing up your fraud teams to focus on complex issues while dramatically reducing costs and boosting overall efficiency.

The Entrust Difference

Winning the race for digital customer acquisition and retention means moving faster and smarter than the competition. Our solution gives you a unique competitive advantage, providing the predictive intelligence and dynamic workflows that enable your financial institution to make confident, data-driven decisions:

- **Unlock comprehensive identity intelligence with Mastercard Identity:** Unlike traditional fraud prevention methods that rely on static, historical data, our solution provides a complete and accurate picture of identity legitimacy. We combine AI-powered identity verification with unparalleled, real-time insights from Mastercard Identity's vast network of transaction and risk signals. By connecting digital attributes to a living network, we enable a deeper understanding of true risk, helping financial institutions make more confident, data-driven decisions.
- **Outsmart complex fraud schemes early:** Our intelligent analysis is specifically designed to expose hidden fraud threats that are invisible to traditional verification methods. By analyzing high-risk signals and digital attributes such as email, phone, IP, and address, we can connect the dots to uncover sophisticated synthetic identities and highly coordinated fraud rings – catching these schemes much earlier in the funnel. The result is a proactive defense that delivers significant savings in time and money.
- **Apply “smart friction” with dynamic, centralized workflows from Workflow Studio:** Customize verification experiences to real-time risk. By leveraging Mastercard Identity's integrated passive signals and predictive risk scores, our solution applies varying levels of friction and intelligently routes customers to a step-up check with document or biometric verification only when needed. Low-risk customers enjoy frictionless onboarding, while suspicious cases are dynamically routed for deeper scrutiny or instantly sidelined – all from a single solution that optimizes both security and user experience.

Key Features



Intelligent, risk-based workflows: Entrust's Workflow Studio's no-code workflow builder leverages Mastercard Identity's real-time risk insights to dynamically route genuine customers for frictionless onboarding and provide a step-up check for suspicious cases with our award-winning, AI-powered identity verification.



Powered by Mastercard Identity's network intelligence: Our solution is powered by Mastercard Identity's network intelligence, leveraging billions of data points to analyze digital signals in realtime. This allows you to proactively identify and block threats like fraud rings and synthetic identities at the very first touchpoint.



All-in-one solution for seamless customer onboarding: Balance security and user experience by integrating risk assessment, identity verification, and dynamic workflows – all in a single solution.