

# Fighting Identity Fraud With Analytics



Identity fraud is a growing concern that affects both businesses and customers. Fraudsters now have easier access to more tools and data than ever before. Here are some of today's biggest fraud challenges and how SAS® fraud solutions can help you stop fraudsters in their tracks.

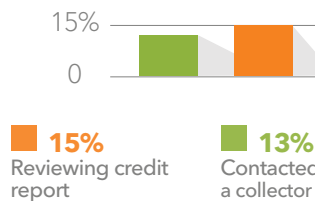
## Fraudsters Are Becoming More Sophisticated

### Identity theft hits record high<sup>1</sup>

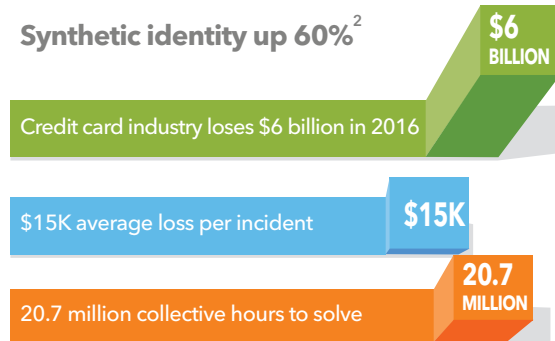


### Application fraud strengthens<sup>1</sup>

How do victims discover the fraud?



### Synthetic identity up 60%<sup>2</sup>

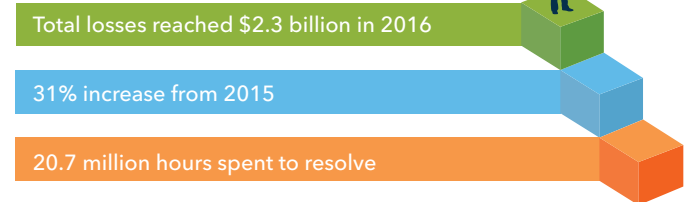


### Card-not-present (CNP) fraud soars<sup>1</sup>

- EMV driving fraudsters to online fraud
- Losses up 60% from 2015
- CNP costs double to POS fraud

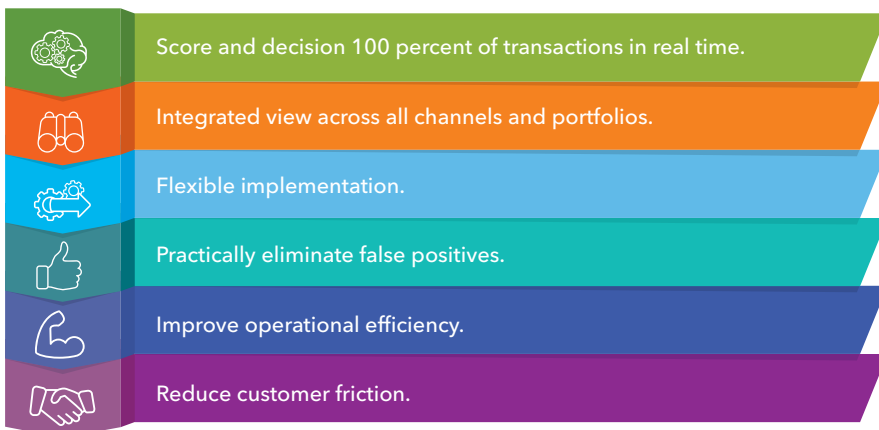


### Account takeover (ATO) spikes<sup>1</sup>



## Stop identity fraud in its tracks with SAS® fraud solutions

Our unique hybrid approach of advanced analytics, AI and machine learning separates fraudsters from real customers, keeping your business protected and profitability up.



Sources  
 1 - Javelin Strategy & Research. (2017). Identity Fraud Hits Record High with 15.4 Million U.S. Victims in 2016, Up 16 Percent According to New Javelin Strategy & Research Study (Press release).  
 2 - Markets Insider. (2017). Synthetic Identity Fraud Cost Banks \$6 Billion in 2016; Auriemma Consulting Group (Press release).

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