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
- 16.7 million consumers affected in 2017
- $16.8 billion lost
- 1.3 million more victims than in 2016

#### Data breaches expose more records than ever
- More than 446 million records were exposed between 2017 and 2018.
- For the first time ever, Social Security numbers were compromised more than credit cards.

#### Card-not-present (CNP) fraud soars
- EMV driving fraudsters to online fraud.
- CNP fraud is 81% more likely than POS fraud.

### Account takeover (ATO) spikes
- Total losses reached $5.1 billion in 2017
- 120% increase from 2016
- 62.2 million collective hours spent to resolve

### Synthetic identity fraud to drive $48 billion in annual losses by 2023
- Credit card losses of $800 billion in 2017
- $15K average loss per incident
- 20.7 million collective hours to solve

### 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.

- Integrate internal and third-party data providers in real time.
- Consolidate your data model across a diverse data ecosystem.
- Score and decision 100% of events in real time.
- Increase fraud capture and CIP/KYC pass rate.
- Improve operational efficiency.
- Reduce customer friction.

### Sources