



DEVICE RISK

Risk Strategy Optimization

OVERVIEW

Increase Your Fraud Catch With Advanced Machine Learning Models and Data Science Intelligence.

In today's digital landscape, fraud tactics have evolved. Comprehensive digital fraud management is important to combat these threats. By fine-tuning Device Risk rules, organizations can better anticipate fraudsters, providing robust security measures. Leveraging data science for rule tuning can enhance this process, supporting more adaptive responses to emerging fraud patterns.

Our Risk Strategy Optimization service harnesses the power of data science to enhance rule settings, helping provide protection and peace of mind.

TransUnion's Data Science team offers Risk Strategy Optimization, an innovative service that refines your organization's Device Risk rule sets by leveraging machine learning (ML) models. This service is designed to enhance your rule sets, helping drive better results. These rule sets are developed based on consortium data and ML to reduce the need for manual human knowledge. Rule engines are used to automate decisioning and improve processes. Add Risk Strategy Optimization to your rule management process, allowing you to focus efforts on more impactful tasks.

PRODUCT FEATURES

- **Consortium data:** Leverage data from TransUnion's consortium to continuously fuel and refine rules.
- **Advanced ML integration:** Infuse your existing rule sets with sophisticated ML models that adapt over time.
- **Continuous improvement:** Our ML models are continuously updated with device data, which helps them to remain relevant.
- **Business Strategy Support:** Address your fraud issues with our Data Science teams to help improve your rule set strategy, promoting your business objectives.
- **Help detect fraud and increase operational efficiency:** Help detect fraud that may otherwise go unnoticed, reducing reliance on expensive and limited data science resources. Help detect fraud and risk patterns through ML rules.

KEY BENEFITS

Scalability

Scale your rule sets to handle increasing volumes of data and transactions while also increasing the robustness of your rules.

Dedicated Support

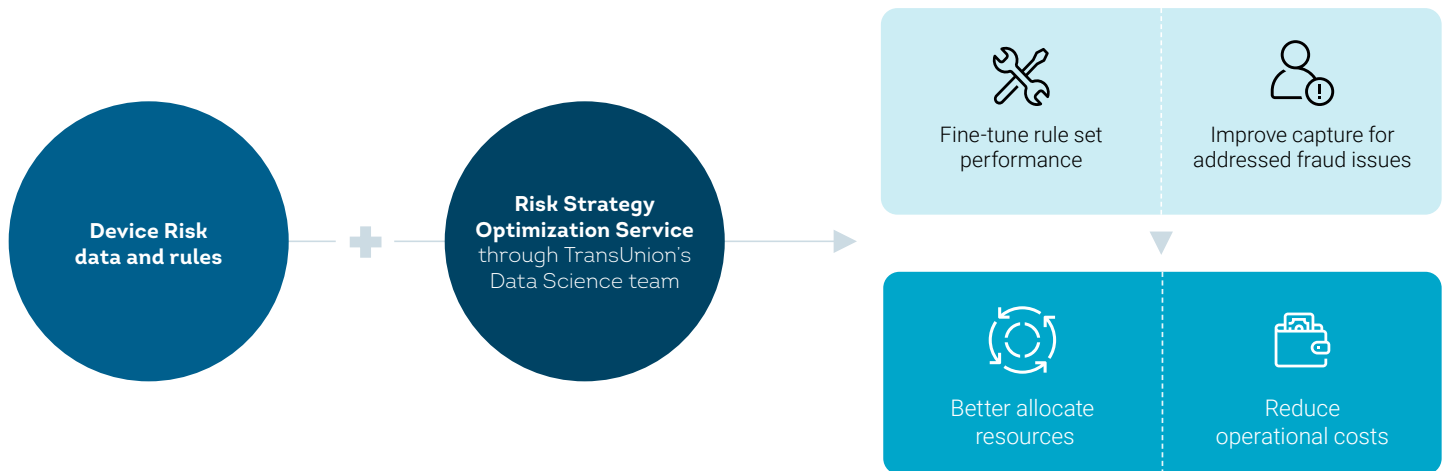
Benefit from the expertise of our Data Science team, dedicated to helping you achieve improved results.

Data-driven decisions

Make more informed decisions with the power of ML rules that expose noteworthy signals.

Supercharge the efficacy of the Device Risk rules with the Risk Strategy Optimization Service

Leverage machine learning to help analyze your Device Risk rules, taking into account a holistic view of fraud. Work with TransUnion's Data Science team to implement Risk Strategy Optimization to promote your business objectives which can help:



To learn more about the Risk Strategy Optimization service please visit truvalidate.ca/device-risk or speak to your Account Manager

