



Good User Verification with Unparalleled Accuracy



Know Who to Trust with Passive Biometrics and Behavioral Analytics

Intelligent Automation Detection

Discern good vs. bad automation in real-time.

Not all automation is bad. In fact, some aggregated activity is desirable. With passive biometrics and behavioral analytics, you can continuously detect sophisticated non-human fraudulent automation even within whitelists.

Good User Verification

Be confident that the real user is authenticating and not an imposter using stolen credentials.

Verify your good users without putting up walls. NuDetect provides a deep level of trust that your users are who they claim to be by the way they behave and is completely transparent and frictionless. Reliable and accurate assessments give you the option to reward good customers with an enhanced user experience or introduce more investigation when required.

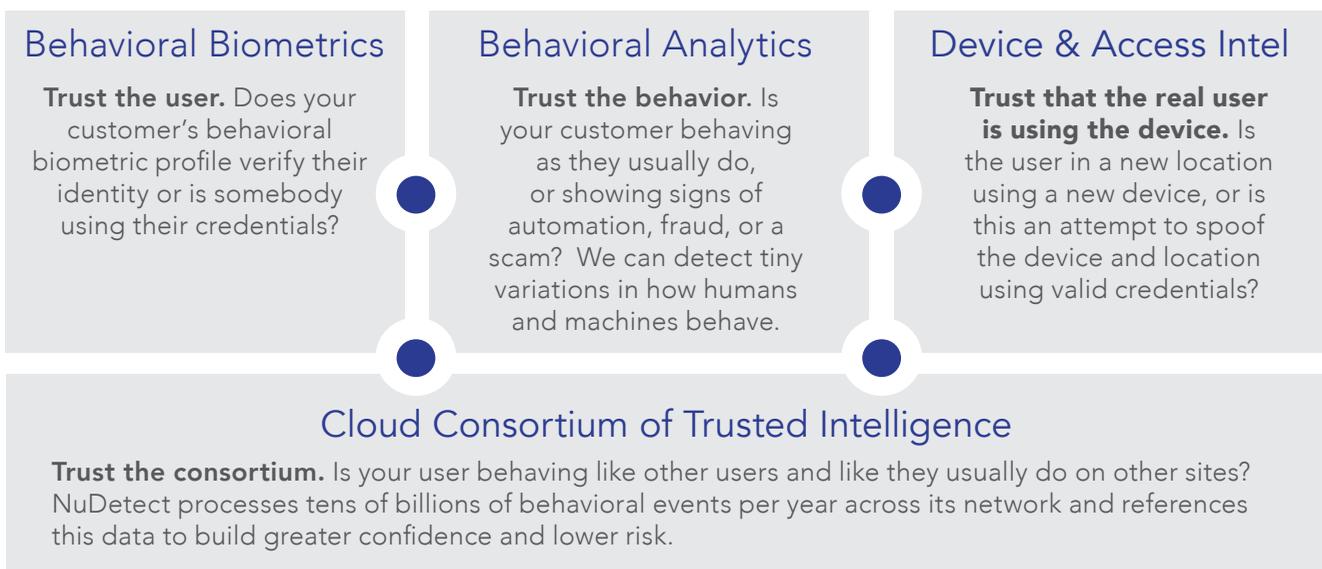
Accurate User Account Decisions

Trust it's your legitimate user with continuous behavioral verification and account validation.

NuDetect uses passive biometrics because they are impossible to mimic or replicate. Real-time behavioral analytics are used to accurately pinpoint high-risk behavior and sophisticated fraud attacks — even when stolen credentials, identities or devices are presented.

Four Integrated Technology Layers

NuDetect uses four integrated technology layers to provide the most accurate behavioral intelligence in the industry today, for true confidence in the legitimacy of users



"Adding behavioral biometrics is an increasingly important layer of defense."

Julie Conroy, Research Director and Fraud Expert
with Boston-based Aite Group

“Innovation in fraud prediction methods is imperative because thieves are increasingly circumventing old techniques.”

Avivah Litan, VP and Distinguished Analyst for Gartner
“Gartner, Magic Quadrant for Web Fraud Detection”

How NuDetect Works



Monitor and Passively Analyze User Behavior

NuDetect continuously authenticates user behavior against historical and normal population patterns, accurately and anonymously.

Identify the real user based on hundreds of behavioral attributes such as typing cadence, the angle a device is held, pressure, device settings, and how the user navigates across your website or mobile applications.



Observe and Understand User Behavior

NuDetect identifies and baselines good customer behavior from the first interaction to every one that follows.

NuDetect analyzes user behavior from the first visit to the moment they leave, in order to recognize when their behavior evolves or deviates.



Leverage Aggregated Intelligence

NuDetect processes tens of billions of behavioral events per year across its trust consortium network, giving you real-time insight into emerging threats.

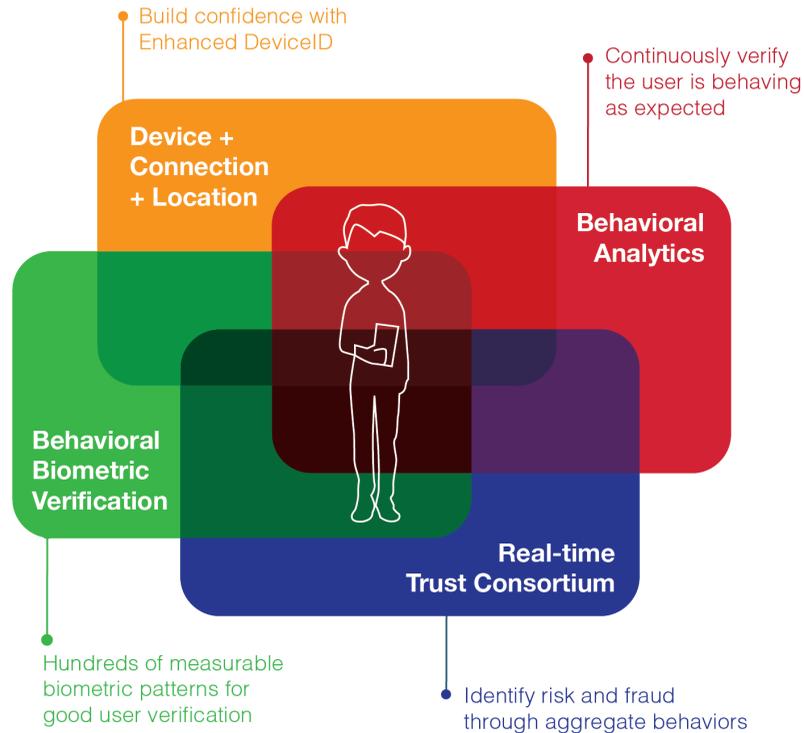
Recognize good behavior patterns and link underlying relationships across its multi-dimensional cloud consortium to better understand what behaviors to trust and leverage industry-wide aggregate behavioral intelligence across sites and brands.

Beat Fraud Earlier with Machine Learning

NuDetect is always predicting, detecting, learning and protecting in real-time. It makes accurate decisions about new and emerging threats, and verifies good users. Machine learning means the accuracy of your decisions never stop improving.



Learn how to prevent more fraud



NuDetect is used by some of the largest global brands. Our clients have online transactions requiring user identity or account verification.

Analyst Recommended

"Continually monitor and analyze user behavior, as soon as a relationship with an individual begins until it ends."

Gartner, Magic Quadrant for Web Fraud Detection, Avivah Litan & Peter Firstbrook

"NuData has some demanding, mega-online e-commerce brands processing billions of transactions per month, using its solutions to detect fraud and abuse."

Gartner, Magic Quadrant for Web Fraud Detection, Avivah Litan & Peter Firstbrook

Clients & Partners

"Within the first week, NuDetect discovered an exploit that had already cost us over \$100,000."

An international digital goods firm

"NuData's behavioral analytics and risk decisioning provides a unique and powerful ability to secure a variety of faster payments use cases while still offering a great experience."

Eric Woodward, Group President of Risk Solutions, Early Warning



NU DataSecurity

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