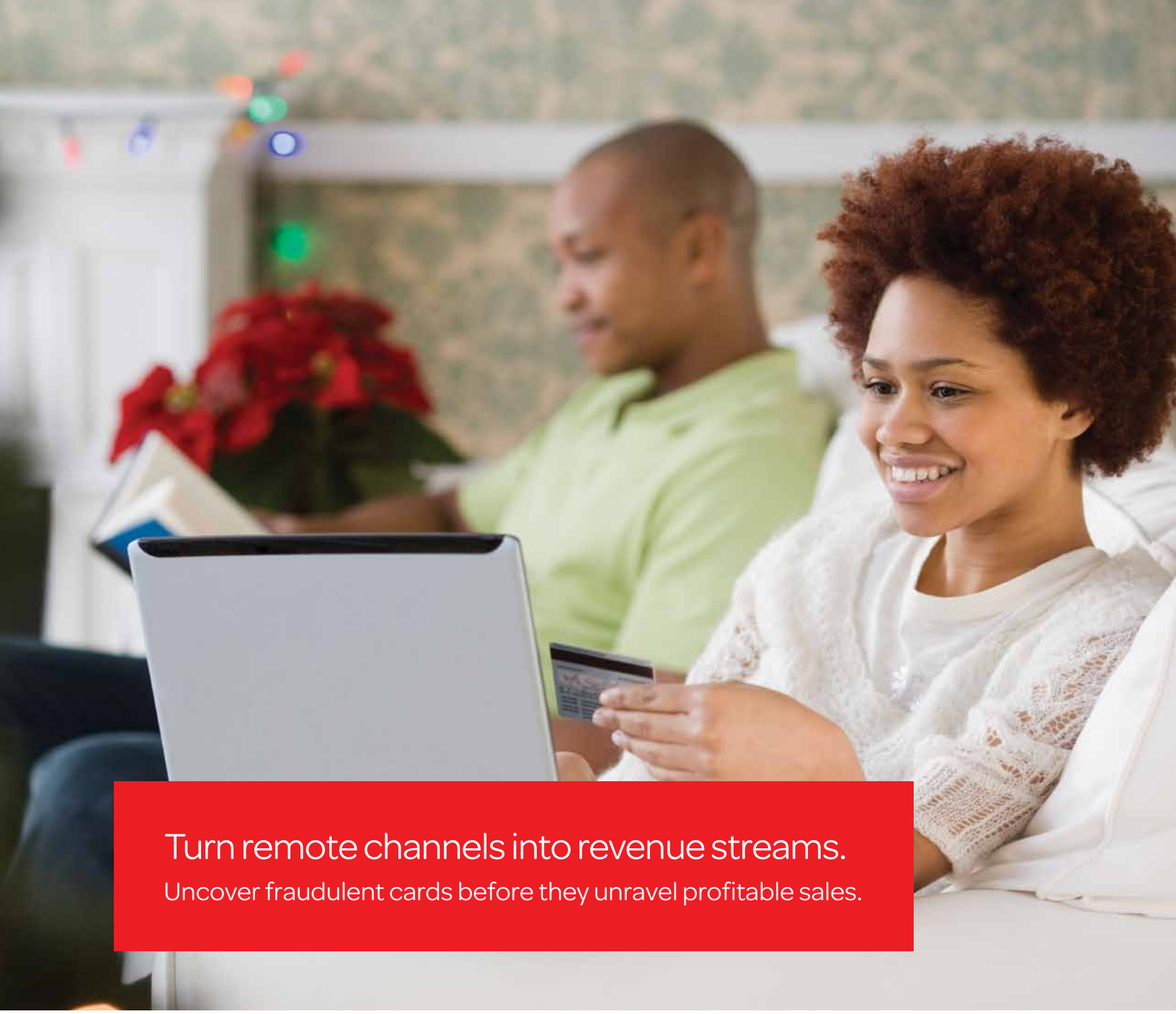


# Turn remote channels into revenue streams.

Uncover fraudulent cards before they unravel profitable sales.

## LexisNexis® Chargeback Defender®

LexisNexis®

Risk Solutions
Retail

## Build revenue by confidently processing good orders and quickly flagging the risky ones

In today's multichannel environment, merchants incur a massive $100 billion in fraud losses due to unauthorized transactions, fees and interest linked to chargebacks—almost 10 times the amount incurred by banks. Added to that are the extra hours and dollars spent on manual fraud reviews, product shipping and recovery costs due to increased e-payment and Card Not Present (CNP) transactions.

LexisNexis® Chargeback Defender® can help strengthen and enhance your multichannel sales, while saving you time, money and resources. The Chargeback Defender service helps retailers mitigate costly risk and expense and retain more of their top-line sales and revenue.

For every $100 in fraudulent transactions, merchants can end up paying a "true" cost of $310 in total losses, according to the 2010 LexisNexis® True Cost of Fraud Study. It's an industry-wide problem that is only expected to worsen as new transaction channels become available.

Unlike any other solution available today, Chargeback Defender leverages exclusive LexisNexis searching and linking technology, advanced analytics and industry-leading proprietary data to deliver powerful identity and device scores that help businesses efficiently validate order identities and devices.

With Chargeback Defender, retailers can:

- Reduce manual reviews, boost productivity and increase sales.
- Detect fraud patterns the first time a stolen credit card is misused.
- Isolate high-risk transactions with a single numeric risk score.
- Verify identity and recent address information for both billing and shipping ID data.
- Resolve false positive Address Verification Systems (AVS) failures.
- Confirm each order's originating city, state, country and continent.

### Two Scores—One Robust Fraud Prevention Solution

Chargeback Defender includes two scores that can be used independently; however, when used together they can dramatically strengthen your fraud detection capabilities and workflows.

**Chargeback Defender Identity Score**

Detects potential fraud, scores and ranks risks and reduces false positives and chargebacks.

- Intuitive identity verification and up-to-date address verification for billing and shipping data that also analyzes relationships between addresses and the identity of the person placing the order
- Advanced IP address geo-location to confirm order's originating location
- Order attributes that further segment high and low risk orders and resolve false positives associated with AVS and CVV2 failures

**Chargeback Defender Device Score**

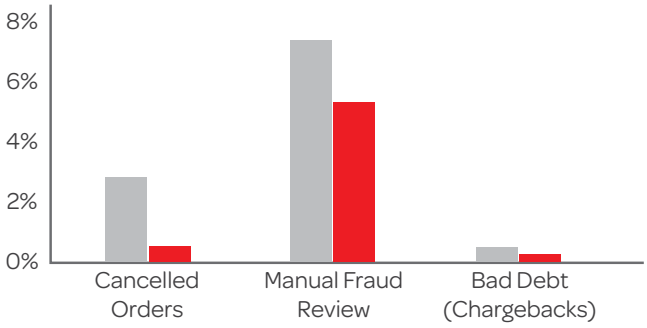
Examines and analyzes multiple data points and fraud flags against the ordering history of a device to determine its true location and any possible links to fraud.

- Innovative device analysis and verification with multi-layer device fingerprinting
- Advanced proxy and proxy piercing technology to reveal attempts to disguise the identity and location of the customer
- Continual monitoring of transaction activity with real-time score updates when risk factors change

- Recognize devices—including computers, cellphones, PDAs and others—being used for fraud.
- Identify patterns of fraud associated with the ordering history of a device.
- Discover attempts to disguise the identity and location of ordering devices and customers.

## Proven results: A 70 percent drop in fraud

Our customers continually report dramatic decreases in fraud after implementing Chargeback Defender. For example, within one year of implementing Chargeback Defender Identity Score, an online retail customer realized a lucrative return on investment.




Results after one year of using Chargeback Defender:

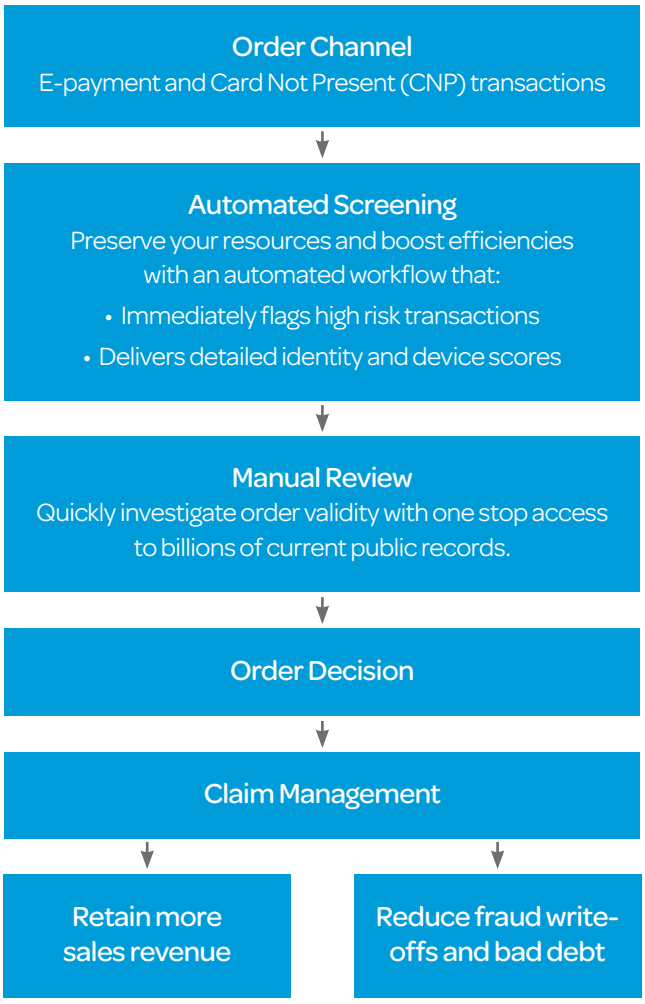
- 82% reduction in cancelled orders
- Over 20% decrease in manual fraud review
- 70% drop in bad debt and chargebacks

Likewise, customers using the Chargeback Defender Device Score have reported decreases in fraudulent transactions of up to 70 percent.

## Fast, secure order management

Using advanced technology, analytics and industry-leading data, here's how Chargeback Defender can streamline and strengthen the Card Not Present ordering process.

Order Management Process



## A full suite of solutions to fit your precise needs

To better support your organization-specific fraud mitigation efforts, the following solutions are also available from LexisNexis.

- **LexisNexis® Retail Fraud Manager**
  Consolidate leading fraud detection tools, including LexisNexis® Risk Research for Retail and Chargeback Defender, using a centralized web interface with advanced workflow automation and a business rules engine to quickly gather and interpret fraud data into meaningful information for a faster transaction review process.
- **LexisNexis® Risk Research for Retail**
  Connect to over 34 billion public and proprietary records to verify and validate suspect orders with Person Search, Associated Persons Phones Plus, Google Maps and Entity Visualization, and work within LexisNexis® Retail Fraud Manager to automate the manual review process by prefilling and auto-executing searches based on your business rules.
- **LexisNexis® Instant Verify**
  Instantly verify basic identity data and spot fraudulent identities using a simple, yet powerful tool.
- **LexisNexis® Instant Authenticate**
  Initiate knowledge-based authentication with "out-of-wallet" quiz questions.

## For more information:

### Call 866.818.0265 or visit lexisnexis.com/cbd

**About LexisNexis Risk Solutions**
LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our retail solutions assist organizations with protecting revenue, maximizing operational efficiencies, and predicting and preventing retail fraud.

Chargeback Defender Device Score and Retail Fraud Manager are powered by

The LexisNexis Chargeback Defender services are not provided by "consumer reporting agencies," as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) ("FCRA") and do not constitute "consumer reports," as that term is defined in the FCRA. Accordingly, the LexisNexis Chargeback Defender service may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Chargeback Defender is a registered trademark of LexisNexis Risk Solutions FL Inc. Other products and services may be trademarks or registered trademarks of their respective companies. Copyright © 2011 LexisNexis. All rights reserved. NXR01532-1 1211