

SubscriberWise®

Risk Management Solutions for the Communications Industry

SubscriberWise Integrates TransUnion's Identity Manager Verification Technology

Massillon, OH, September 30, 2011 – SubscriberWise®, the nation's first issuing credit reporting agency for the communications industry, announced today the implementation of a powerful identity management solution from TransUnion that instantly verifies legitimate consumer identities while flagging high-risk, suspicious, and other contradictory information. The solution is designed to help protect operators from potential identity and application fraud while providing regulatory compliance with Red Flags mandated by the federal government. Compliance with the Red Flag regulations is required of every U.S. cable and communications operator.

"Notwithstanding the government mandates for Red Flag compliance, operators around the country are now recognizing that verifying a prospective subscriber's identity information is today the minimum proactive requirement in an environment where exposure to parental and synthetic identity fraud can and does erode millions from the bottom line," said David Howe, president of SubscriberWise. "Operators leveraging this latest technology will benefit from a cost-effective and enhanced identity management solution designed exclusively for cable and communications operators."

"Specifically, we've worked directly with TransUnion's analytic and data management experts to create an industry-specific verification strategy with unique risk thresholds. The verification strategy has been customized from subscriber batch data and actual fraud cases that have occurred over a period of years at a cable operations call center," said Mark Hoffer, chief systems engineer of SubscriberWise. "The system leverages TransUnion's extensive informational databases, telephone company-source data, advanced algorithms that provide intelligent subject selection, data matching, and fraud detection. The end result is a real-time verification summary for customer service representatives (CSR's) to use during the account origination process. The information is delivered from the SubscriberWise decision management system or via an Application Programming Interface (API) directly integrated into leading cable and billing management systems. The process allows the CSR workflow to continue uninterrupted by providing an identity risk level with key messages. These messages are based on customer-defined risk thresholds, with potential follow up actions based on industry best practices."

The SubscriberWise decision management system records the permissible-purpose identity generated reports for use by managers. Managers can access additional detailed information not provided to CSR's such as any discrepancies between the input and file data, as well as alerts and insights into the reasons for the risk level determination. SubscriberWise address and SSN matching technology combined with logic to prevent duplicate billing of stored reports has also been incorporated along with strict controls to protect sensitive consumer information.

About SubscriberWise (www.subscriberwise.com)

The nation's leading provider of risk and decision analytics for the communications industry, SubscriberWise® employs enhanced Subscriber Level Segmentation technology to precisely

identify credit-challenged subscribers to ultra-high achievers to maximize sales and boost profits. By incorporating years of communications performance data and proprietary decisioning models, SubscriberWise delivers unprecedented predictive power with a fully compliant, score-driven decision management system. Combined with Red Flag compliance and operator-controlled rules, SubscriberWise analytics empower CSR's to instantly and accurately respond to payment and credit characteristics with appropriate options for every subscriber.

Contact

David E. Howe, President
330-880-4848 x137

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