

192 Net-ID

Bringing IP address verification into
customer identity check processes



Global IP Address Verification

Ecommerce companies face a continuous battle to prevent and detect online identity fraud. Combat this with 192 Net-ID which identifies the location of a computer user's unique IP (Internet Protocol) address.

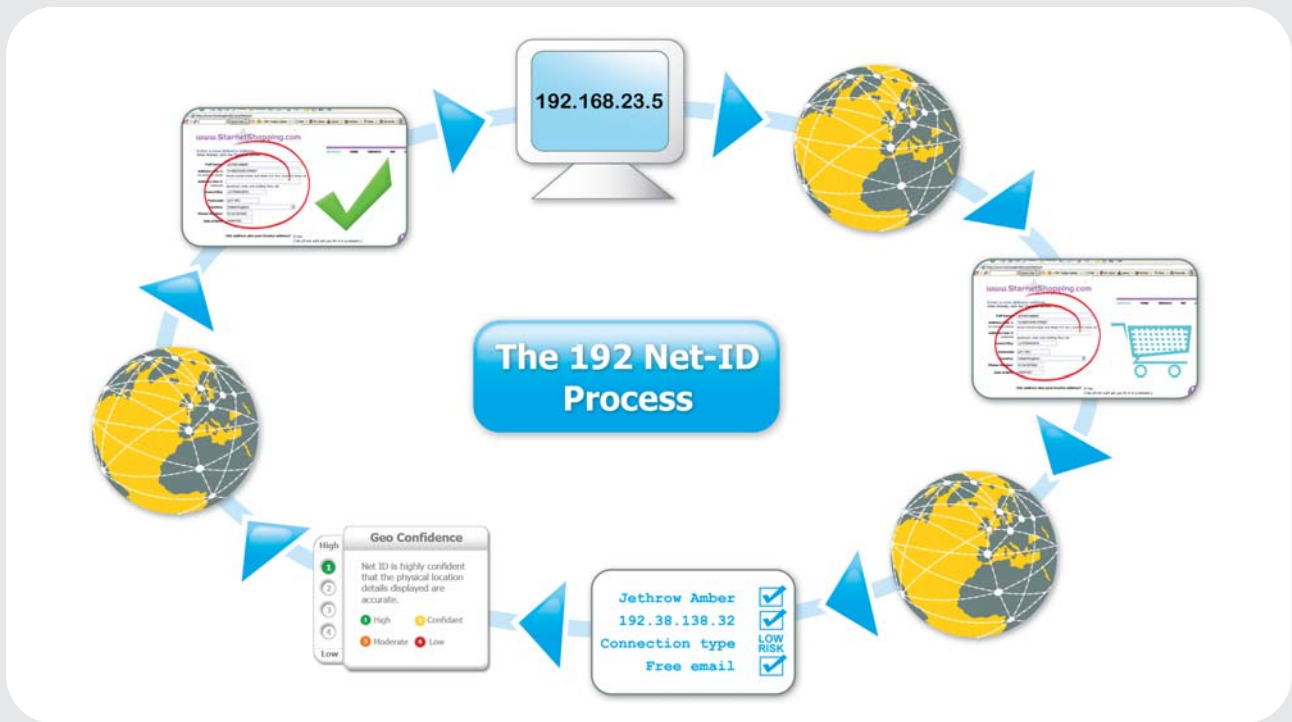
Every computer connected to the internet has a unique set of numbers called the Internet Protocol Address, for example, 216.429.91.200. This set of numbers is used like a street address so other computers can locate them.

By building in IP addresses into the identify verification process, ecommerce companies have increased protection against the online fraudster. Merchants can spot suspicious transactions where the computer user's IP location differs notably from the billing address. For example, a ship-to address in Bulgaria and a billing address just outside Birmingham.

How Does 192 Net-ID Work?

192 Net-ID is a truly global online solution that is available via XML to integrate seamlessly into your e-commerce operation or is accessible via a web browser as a back office tool, resulting in access to the very latest data.

To ensure you are not only protecting your business from the online fraudster but also not rejecting valuable customers, 192 Net-ID will return a GEO confidence level to allow you to make informed decisions regarding the transaction.



Did you know?

If bill to, ship to and IP address locations are all different then there is a 68% chance of fraud!

How does 192 Net-ID return a confidence level?

192 Net-ID checks a variety of identities in each transaction and analyses these characteristics to produce a confidence level for each component:

Component	Description
IP Address - Distance from customer address - Distance from ship to address - Distance between ship to and customer address - Acceptable radius	Using latitude and longitude measurements Net-ID calculates the distances from the location of the IP address to customer and ship to address to determine if the parameters are acceptable
Connection Type	High, medium and low risk determined by Net-ID. For example: High risk – dial up, satellite Medium risk – OCX, TX Low risk – DSL, Cable
IP Routing Method	High risk associated with anonymiser and satellite routing methods
Free email Account	Net-ID also checks for free email accounts such as @hotmail and @yahoo. Research shows that 85% of fraudulent transactions originate from a free email account
Credit Card Matching	Net-ID matches IP and credit card countries
Phone Number Checking	Net-ID can match the area code of the telephone number against the area code of the telephone number registered to the IP address
Search History	Every time an IP address has been queried by Net-ID it will be logged. This gives an excellent indicator of velocity
Proxy Servers	A proxy server sits between a client application, such as a web browser, and a real server. Proxy servers can be used in fraudulent transactions as internet users are able to hide their actual IP addresses. Net-ID detects these proxy servers and returns a high risk

A summary report is provided based on the physical location of the IP address and the other characteristics checked:

• People Finder • Business Finder • Prove ID • Global ID • Maps & Addresses • Net-ID

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• IP Verification

Search Again:

IP Address:

 (255.252.255.62)

Phone Number:

 (+44)
 (207 909 2397)

Email:

Net ID Summary: 21st May 2006 UK ✓

IP Address: 255.255.255.62
Country: England

State/Country: Chiswick, London
City: Fulham
Region:
Latitude: 1.2365
Longitude: 2.3654

IP Routing Method: High Risk ⚠
Connection Type: Low Risk ✓

Geo Confidence

High

1 Net ID is highly confident that the physical location details displayed are accurate.

1 High 2 Confidant
3 Moderate 4 Low

Low

A Total Solution

192 Net-ID is our latest offering to ensure you are staying one step ahead of the online fraudster. Use in conjunction with our name, address and age verification software for a truly global and comprehensive solution.



To find out more

Call our identity verification team on **0207 909 2192**

Request a call back at www.192business.com/contact

Learn more at www.192business.com/id

E-mail us your questions at id@192.com