

NOTO Partners with TransUnion to Fight Fraud

To integrate TransUnion's device intelligence and machine learning products with its solutions

NOTO today has announced a partnership with TransUnion, formerly [iovation](#). Under the agreement, NOTO will offer its customers TransUnion's [IDVision with iovation](#) device intelligence and machine learning fraud prevention products. TransUnion's device-based reputation product assesses the risky behavior, anomalous attributes and reputation insights of any device the moment they attempt to connect to a website or app, enabling companies to stop fraud in real time. Its machine learning product uses advanced algorithms to predict the outcome of any online transaction, even if the customer or device has never been seen before.

NOTO is combining the power of device intelligence and machine learning with NOTO omni data processing and analysis. By doing so, NOTO helps deliver unequalled flexibility in terms of data sources. The combined solution allows organizations within any industry vertical a comprehensive way to build their own advanced defence mechanisms against account takeover, application fraud, loyalty abuse, mobile fraud, credit card fraud and much more.

Through this partnership, NOTO will power its real time decision-making platform with TransUnion IDVision with iovation's intelligence about the behavior of over seven billion devices from every country in the world. This partnership allows NOTO to offer organizations a fraud prevention solution that will reduce consumer friction while increasing security.

Broader view on customers.

NOTO's SaaS solution exposes the reputation of devices (computer, tablet or mobile phone) connecting to online businesses. This joint integration with IDVision with iovation helps identify billions of devices from all over the world. NOTO helps clients understand how devices inside and outside of their network are related. It significantly cuts financial losses from fraud and abuse, while increasing operational efficiencies, and provides a shared platform that enables businesses to benefit from the collective experience of others.

Every single day, TransUnion's device intelligence analyzes 33 million transactions and is used to help customers identify 700,000 fraudulent transactions within a variety of online industries including financial services, insurance, retail, travel, telecommunications, gaming, gambling, dating and social networks.

Svetlin Dobrev, CPO at NOTO, commented: “NOTO is always looking for strategic reliable partners who can complement and strengthen our offering for our clients, improve fraud rates, and offer seamless consumer experiences.”

Edward Wu, vice president of global partnerships at TransUnion, said: “We’re looking forward to partnering with NOTO as we continue to create a safer environment for businesses and consumers around the world.”

NOTO provides a new-age data management and event processing platform focused on combating online fraud. **One simple integration** helps companies transform their approach to fraud and risk management in any sector or vertical. For further information about the full range of fraud prevention and Regtech services offered by NOTO, please visit www.notolytix.com

To find out more about IDVision with iovation, go [here](#).

About TransUnion (NYSE: TRU)

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing a comprehensive picture of each person so they can be reliably and safely represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good.®

TransUnion Global Fraud & Identity Solutions unite both consumer and device identities to detect threats across markets while ensuring friction-right user experiences. The solutions, all part of the IDVision with iovation suite, fuse traditional data science with machine learning to provide businesses unique insights about consumer transactions, safeguarding tens of millions of transactions each day.

A leading presence in more than 30 countries across five continents, TransUnion provides solutions that help create economic opportunity, great experiences and personal empowerment for hundreds of millions of people.

<http://www.transunion.com/business>