

AVAILABLE TODAY!

New Identity Network Score & Identity Risk Score Model

Transition by August 31, 2021

New Identity Network and Identity Risk Score Models are available for adoption through our identity verification APIs and the Pro Insight SaaS review tool. Ekata made some big improvements to our Identity Network Score, and because that is one of the top performing signals within our holistic Identity Risk Score, it led to us releasing an updated model version of that score as well.

Note: The score thresholds are not changing with these model updates (Identity Risk = 0-500; Identity Network = 0-1).

What was added to the new version of Identity Network Score?

The features highlighted in green were added in the most recent version update of Network Score.



Velocity
How often element(s) are used



Popularity
At how many merchants element(s) are used



Volatility
How often element(s) are used with other elements



Age/Maturity
When elements were first/last seen



Pairs
When elements are seen together and how often they are used together



Real-time
How many times has an element has been seen in last 24 hours



Time series
Sudden changes in element usage patterns in last two weeks



Region
Where transactions originate from to detect geographical trends

What does this mean for your Ekata integration?

By default, your integration will remain on the current Identity Network and Risk Score models until August 31, 2021, at which point you will be automatically migrated. Ekata recommends migrating your team to the new models as soon as possible to get the additional value that these new models bring to your organization.

ekata.com

How to approach this model change:

1. If you are ready to migrate, visit Pro Admin at app.ekata.com and check the observed distribution shift.

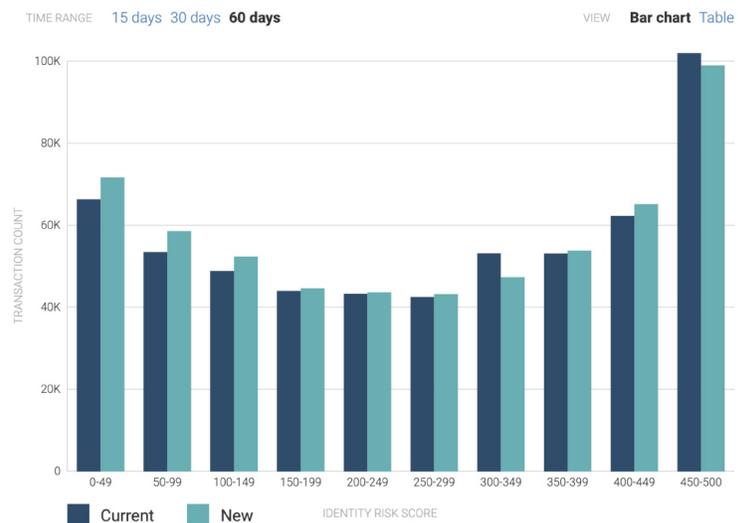
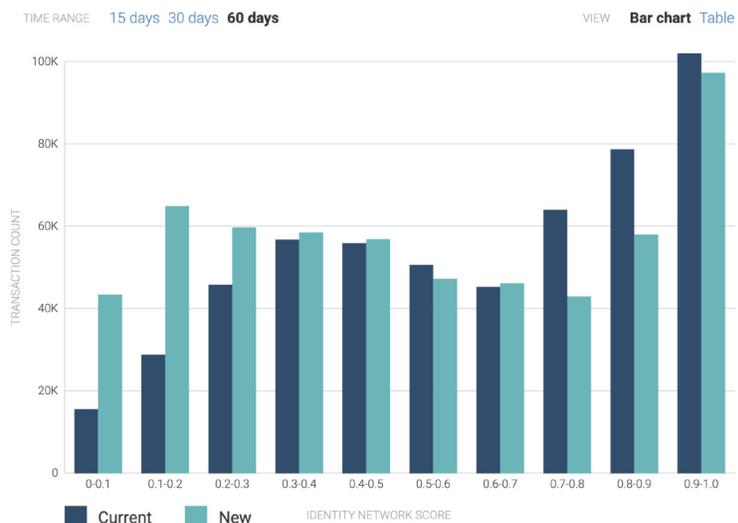
Navigate to Account Tools -> Manage Models -> Scroll Down and select “View Distribution”

a. If not much distribution shift is observed between the old and the new score, then proceed to change to the new mode

b. If there is a distribution shift and you need to analyze the data to update the model or rules, do not change to the new model. Instead, request backfill by contacting your Account Manager or Ekata Support at support.ekata.com

About Ekata

Ekata Inc., is a global leader in digital identity verification solutions that provide businesses worldwide the ability to link any digital interaction to the human behind it. The Ekata product suite is powered by the Ekata Identity Engine, comprised of two data assets: the Ekata Identity Graph, a proprietary data store of over 7 billion entities that validates digital identity elements and their interlinkages; and the Ekata Identity Network, a collection of over 16 billion identity elements and machine learning models that surface patterns of their use online. Ekata’s award-winning global product suite includes high-scale and low-latency APIs used in transaction, monitoring, and customer onboarding, along with its Pro Insight SaaS solution for manual fraud review. These solutions empower over 2,000 businesses and partners, like Alipay, Equifax, and Microsoft, to combat cyberfraud and enable an inclusive, frictionless experience for their customers in over 230 countries and territories.



2. You can wait and let the models automatically change on August 31st, 2021, although we do not recommend this.