

IBM InfoSphere Identity Insight

Voice-over	Suggested on-screen visuals / text
<p>1. To be trusted, information assets need to be accurate, complete, in context and insightful.</p>	<p>Trusted information</p> <ul style="list-style-type: none"> → Accurate → Complete → In context → Insightful
<p>2. For organizations with low risk tolerance, trusted information and identity resolution are critical. They <i>must</i> know who is who...who knows who...and who does what.</p>	<p>Who is who Who knows who Who does what</p>
<p>3. IBM InfoSphere™ Identity Insight integrates enterprise-wide data about people, organizations, and activity, delivering extraordinary advances in business intelligence.</p>	<p>IBM InfoSphere™ Identity Insight</p> <p>New intelligence... to anticipate threats and risks</p>
<p>4. Identify Insight can:</p> <ul style="list-style-type: none"> • Establish unique identity by analyzing data across silos, on demand, and with full attribution... • Create relationship awareness by linking people and groups—obvious and non-obvious—and issue instant alerts, and... • Monitor transactions through user-defined business rules, and then issue alerts whenever criteria are met. 	<p>IBM InfoSphere Identity Insight</p> <ul style="list-style-type: none"> • Who's who ⇔ Unique identity • Who knows who ⇔ Relationship awareness • Who does what ⇔ Transaction monitoring
<p>5. Identity Insight is helping organizations in various industries protect themselves and their customers from fraudulent activity. And it is giving governmental agencies around the world the insight they need to protect citizens against criminal activity.</p>	<p>Graphic like the one at the bottom of this document</p>
<p>6. IBM InfoSphere Identify Insight—identity resolution you can trust.</p>	<p>IBM InfoSphere Identify Insight</p>

View legal.

IBM InfoSphere Identity Insight... Industry by Industry



Banking

- AML & KYC
- Account Opening
- Fraud Detection
- Customer Recognition
- Electronic Check & ACH
- Credit Card Fraud



Retail

- Loss Prevention
- Inventory Shrinkage
- Slip Trip & Fall
- Merchandise Return Fraud
- CRM & Loyalty



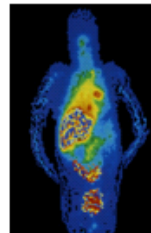
Government

- Intelligence & Homeland Security
- Law Enforcement
- Customs & Immigration
- Entitlement Programs
- Voter Fraud
- Taxation & Revenue



Insurance

- Fraud rings
- Claim Fraud
- New Policy Screening & Risk Assessment
- Customer Insight



Health Care

- Benefit Management and Payout
- Detect Fraudulent Claims
- Patient Privacy



Travel /Hospitality

- Fraud
- Customer Recognition
- Loyalty Program Optimization
- Compliance



Utilities & Telecommunications

- Account Opening
- Customer Recognition
- Cross Sell / Up-sell
- Fraudulent Accounts
- Collections



Life Sciences

- Pharmaceutical Research
- Patient Privacy