

Tiresias
Identity & Fraud Services

Powered by **EQUIFAX**

Smarter Decisions
for **Safer**
Online Transactions!



Combining the reliability of Tiresias with the innovation of Equifax

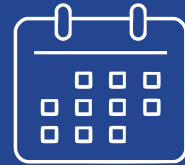
Fraud has evolved significantly in recent years as threats become increasingly complex and digital transformation accelerates on a global scale.

Financial institutions and e-commerce businesses supporting online payments are increasingly faced with a critical strategic balance:

- Should they implement more rigorous fraud defences or prioritise a seamless customer experience?
- Should they favour maximum security - potentially losing customers - or prioritise transaction volume at the risk of increased disputes and costs?

Now, you can have both, with the reliability of Tiresias and the global innovation of Equifax! With new, innovative solutions for the Greek market, Tiresias Identity & Fraud Services Powered by Equifax are designed to support cyber fraud detection and help reduce risk, while improving efficiency, flexibility, and the customer experience.

With the **Tiresias Identity & Fraud Services Powered by Equifax**, you can now make informed decisions to support secure online transactions.



€22.6 million

Losses from fraudulent card transactions in Greece in 2024.



398,000+ fraudulent

Recorded in card transactions that same year.

Source: Bank of Greece (2024).



Comprehensive fraud solutions



Empowering smarter digital transactions.

Tiresias - the Credit Bureau of Greece supports the reduction of fraud through specialised transaction security expertise, enhanced by the global scale of Equifax. As a world leader in data, analytics, and technology, Equifax provides the sophisticated insights necessary for high-stakes decision-making.

Through the innovative, fully customisable, and globally trusted Kount® 360 platform of Equifax, Tiresias offers the Greek market comprehensive solutions to support every stage of the customer journey.

Tiresias **Account Protection**

Supporting customer journeys end-to-end

Protecting customer identities and accounts during onboarding

- Verify the authenticity of information when your customer registers or logs in.
- Prevent account breaches and the misuse of promotional offers.

Tiresias **Payments Fraud**

Supporting the security of your payments

Mitigating payment fraud risks during service acquisition and checkout

- Detection of fraudulent transactions to prevent revenue loss.
- Reduction in transaction disputes.
- Minimised manual reviews through automated, high-precision decisioning.
- Improved customer experience for trusted users.



Leading solutions to best-suit your business needs

Through the Kount® 360 platform, the **user's identity** is verified for every transaction. By cross-referencing billions of data points across a global network, the Kount® 360 platform automatically assesses user authenticity. This reduces false positives and improves the user experience with targeted checks, only when necessary. This allows you to securely approve more transactions without compromising your customers' experience!

Why Choose Tiresias Fraud Solutions Powered by Equifax

- Decision accuracy with the leading Kount® 360 platform of Equifax.
- Access to a global data network.
- Real-time risk profile calculation to assess transaction security.
- Unique device fingerprint - advanced technology for verification even when the user attempts to hide their identity or the device's location.
- Cut in half the number of manual reviews.



Applicable to a wide range of businesses

We support a wide range of industries, including: e-commerce, online gaming and betting, financial and insurance institutions, telecommunications, and travel agencies and tourism services by strengthening fraud defences and helping to protect market reputation.



Specialized team




Our team has specialized expertise in designing and implementing effective fraud prevention mechanisms. For every project, we follow a structured and consistent methodology that leads to clear and well-documented conclusions, as well as specific recommendations for future improvements.



For more information:

Contact your Tiresias Account Manager today to learn more about our fraud prevention and deterrence services.



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