



SOLUTION OVERVIEW

Locaid® for Financial Services

Reduce Fraud with Carrier-Grade Location Data

The mobile device is the single best proxy for a cardholder's physical presence at the time of a financial transaction. What if you knew the location of a cardholder's device when their card was swiped or presented for payment? You could dramatically reduce identity theft, fraudulent use, false positives, and chargebacks. Locaid®, the world's largest LaaS (Location-as-a-Service) company, delivers network location data for over 350 million devices to banks and card companies.

Here's what mobile location data from Locaid can do for you:

Stop Identity Theft

Identity theft is the #1 fear of the American Consumer. Every year over 8% of all cardholders—about 11 million people—lose their identity to fraudsters. With the number of incidents increasing by 12% each year, how battle this theft? Use the mobile device. Locaid enables you to locate your customers, and by association their cards, anywhere, day or night.

Catch Fraud

Industry analysts estimate that up to 65% of committed fraud goes undetected by banks and card issuers¹. Despite the massive investments in hardware, software, network security, and sophisticated analytics, fraud happens. With Locaid, fraud departments can access one of the most coveted pieces of data about their customers: where

they are at the time of a transaction. Whether it is a Card Present or Not Present purchase, a chargeback dispute, merchant processing, money transfer, or passive analytics, now banks and card issuers can utilize carrier-grade network location for all cardholders. Thanks to privacy-protected, permission-based, and carrier-certified mobile location from Locaid, fraud can be detected and eradicated.

Reduce False Positives

It takes an average of 21 hours to solve a fraud claim in the United States¹. Some banks estimate that a single false positive may cost up to \$30, inclusive of processing costs, analytical reporting, call center costs, customer inconvenience, and merchant dissatisfaction. Imagine eliminating this \$30/claim cost. With Locaid's help, you can.

How It Works

Locaid is a gateway that allows you to connect directly to Tier 1 wireless carrier networks and obtain mobile subscriber location data. Only the Locaid gateway is certified by the top wireless carriers including AT&T, Verizon, Sprint, T-Mobile, Rogers and more, giving you the ability to locate up to 350 million subscribers in North America and Mexico.

Under Locaid's privacy-protected, permission-based Location-as-a-Service, banks can determine a customer's mobile device location at the time of a transaction. By comparing device location to transaction location data, you can assess whether the device is near or far from the point of sale.

Only Locaid Offers Coverage Ubiquity

Only Locaid gives you the reach required to enable mobile location to work in the fraud department. Your bank customers carry their mobile devices with them nearly 24/7, generally with alongside wallets in jackets, purses, handbags, or pants' pockets.



Mobile devices and credit cards tend to “ride together” with your customer, making the phone an excellent proxy for card and card holder location. Locaid works on 100% of the devices on the network, indoors or outdoors, on any network platform, all without requiring the customer download an app on the device. Smartphones, feature phones, or any other connected device on the wireless network can be located. That is ubiquity, and it’s why Locaid is the only LaaS company in the world utilized by banks and card issuers to combat fraud and identity theft.

No App to Download

Because you are connecting directly to the carrier location networks via Locaid, you are accessing real-time network location, not application location. That’s why Locaid is the only mobile location that passes the critical requirements of financial fraud departments. Application location, like the kind used in social networking apps like Foursquare “check-ins” and Facebook Places, can be spoofed in a matter of minutes. Banks cannot rely on app-based location from a GPS signal, but they can trust the kind of location information that we provide: information that cannot be cheated spoofed, or hidden.



Get your Location
API now at: [http://
developer.loc-aid.com/
getit](http://developer.loc-aid.com/getit)



Locaid Whiteboard

Whiteboard videos at www.Locaid.com/whiteboard

Works on All Devices

Because there is no app to download, Locaid provides location coordinates for all of your mobile customers, whether they have smartphones, feature phones, connected devices, or even just SIM cards. Any device on the carrier’s wireless network can be located via Locaid.

Your Customers Want Protection

Your cardholders demand care when it comes to their financial security and privacy, but they also want convenience. Because you can protect your customers

How Banks Are Deploying Locaid



Fraud Prevention. By comparing a cardholder’s transaction location with their device location, banks can reduce false positives, fraud, and cardholder identity theft. Passive analytics utilizing Locaid location data improve all fraud tools.



Usage-Based Insurance. With proper permission, insurance companies can track customer movements to reduce insurance costs at the individual and corporate levels.



Geo-Fencing ATM Machines. Locaid allows banks to establish a geo-fence around ATM machines when a cardholder is in need of bank services, utilizing the cardholder’s current location to direct them to the nearest ATM machine.



Proximity Marketing. Banks view their branches as valuable storefronts. Locaid establishes geo-fences around retail branches to notify cardholders of offers and services when they are around the corner from the bank’s location.



Fleet Management. Financial institutions provide a wide range of security services such as asset verification and tracking services. Mobile equipment and vehicles, such as armored cars, are easier to track with Locaid location. Insurance firms utilize Locaid to help stranded or lost drivers, detect thefts, and optimize vehicle and equipment usage.

with Locaid location without requiring your customers do anything—download an app, push a button, respond to a text message—the fraud protection service is invisible, just like all the current data and analytics you use today to protect your customers.

Security

In North America, card fraud and identity theft are the top two worries among adults, beating out concerns about health or national security. Locaid location data makes your cards safer to carry and use.

Privacy

Your cardholders enter into an important contract with you when they agree to carry and use your card. To protect them, and your company, you utilize a wide array of data and information and sophisticated analytic tools. Now mobile location can be part of your arsenal to protect the privacy and the financial security of your cardholders. Locaid's patented Privacy Framework surpasses all industry requirements from the carriers, the CTIA, the MMA and the IAPP.

Cost Advantage

The amount of operating and fraud costs you will save by incorporating mobile location into your fraud platform, tools, and analyses is staggering. Over \$400M in fraud technology software investments were made by banks last year. Locaid is not software, it is not an app, and it is not a fraud measurement



tool. It is a raw data feed that you can incorporate into your existing tools and platforms. As such, you enjoy immediate ROI. No cap-ex, no software to install. Within hours you can locate your devices through Locaid's patented Location-as-a-Service gateway.

To learn how Locaid, the world's only LaaS provider, provides mobile location and more, visit our website www.loc-aid.com.



Get your Location
API now at: [http://
developer.loc-aid.com/
getit](http://developer.loc-aid.com/getit)

About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including América

Móvil, AT&T, Rogers, Sprint, T-Mobile and Verizon Wireless. Locaid also helps shape and enforce location privacy policies via leadership roles on governing associations including the CTIA, MMA and IAPP. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>.

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