

FAQ

Azure AD B2C Identity  
Access Management and  
LexisNexis® Risk Solutions

## Frequently Asked Questions

### What is the connection between Azure AD B2C and LexisNexis® Risk Solutions?

Azure AD B2C offers world-class access management solutions and is collaborating with LexisNexis® Risk Solutions to deliver best identity verification, identity protection, and authentication tool to customers.

Together, LexisNexis® Risk Solutions and Azure AD B2C form a powerful identity proofing and data security solution, enabling you to accurately assess the risk of new and returning users to your network.

## How will the Azure AD B2C and LexisNexis® Risk Solutions integration benefit my organization?

Multi-layered identity authentication and decisioning tools can provide near real-time information enabling your organization to:

- Detect and block complex fraud
- Provide risk appropriate friction service without sacrificing data security
- Keep trusted transactions in efficient motion
- Streamline account opening and onboarding
- Accelerate positive identification
- Defend against emerging fraud threats
- Optimize ongoing account servicing
- Minimize fraud losses
- Avoid reputational risk

## What type of identity assessment and assurance solutions does LexisNexis® Risk Solutions offer?

LexisNexis® Risk Solutions has a full complement of products that encompass device analysis, behavioral analysis, identity checks and fraud analysis, all delivered through a single point of connection. Your organization can choose the products within our solution suite platform that meet your needs and workflow.

The products, accessible through an integration with LexisNexis® ThreatMetrix®, help enable you to distinguish fraudsters from genuine customers in near real-time. With adaptive authentication, only trusted or legitimate individuals can sign in to your organization's network. Systems, data and applications remain inaccessible to unauthorized users.

## Where can I use this integration?

Use it across all aspects of the customer journey including new account registrations, logins, account management and payments.

### **Is all this identity proofing and authentication really necessary?**

Identity theft, synthetic fraud and account takeover are some of the toughest security challenges that organizations face today. As more interactions and transactions move online, fraud will continue to grow and become more sophisticated. Organizations not proactive in preventing fraud are taking on an enormous financial and reputational risk.

### **How does LexisNexis® Risk Solutions identify fraud?**

LexisNexis® Risk Solutions leverages the power of more than 78 billion data records augmented by the LexisNexis® Digital Identity Network® crowdsourced intelligence, combined with machine learning, artificial intelligence and technology automation to identify and combat fraud successfully.

### **What about the user experience? Will these identity solutions create more friction for our customers or employees?**

LexisNexis® Risk Solutions are integrated seamlessly and discreetly with the IAM Integration Kit, providing security without causing friction. In fact, your customers and employees will enjoy—and come to expect—the ease and speed with which they can access the resources they need.

### **Specifically, what will the IAM integration kit with LexisNexis® Risk Solutions allow me to do?**

The IAM integration kit, which accesses LexisNexis® Risk Solutions fraud and identity management solutions, will help you:

- Distinguish between trusted and fraudulent behavior
- Establish a true digital identity with combined digital and physical attributes
- Differentiate between a trusted customer and a cyber-threat in milliseconds
- Leverage a multi-layered analysis completely invisible to the user
- Benefit from crowdsourced intelligence based on millions of daily transactions

The Azure AD B2C IAM integration kit makes it easy to connect to these robust services that add an extra layer of security.

## How can I add LexisNexis® identity solutions to Azure AD B2C?

Azure AD B2C has an [integration kit](#), available on the Azure AD B2C ISV Partner Integration Tutorial Site, making it easy to connect to these LexisNexis® Risk Solutions services and tools.

## I am interested. How can I get more information?

For more information, call 1-800-953-2877 or visit [risk.lexisnexis.com/FraudandIdentity](https://risk.lexisnexis.com/FraudandIdentity)



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### About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).

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