

## B2B Fraud Landscape

COMMERCIAL IN CONFIDENCE

### dun & bradstreet

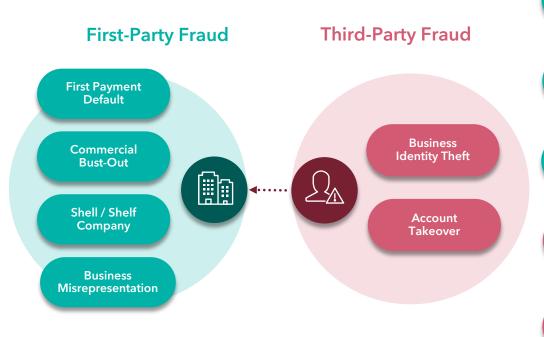


### **Vincent Smith**

- Vincent Smith joined Dun & Bradstreet in July 2022 as the Senior Principal Product Manager for their fraud product portfolio. He works with companies across the globe to identify and build solutions to help reduce the effects of business fraud on the business bottom line.
- Prior to D&B Vince spent over 17 years developing and managing identity verification, fraud detection and watchlist solutions at TransUnion.
- Vince has a master's degree in Marketing from Roosevelt University in Chicago, IL, and obtained his bachelor's degree in Business Administration from the University of St Francis in Joliet, IL.



# Classifying B2B Fraud Fraud Takes Many Shapes & Forms



First Payment Default - An individual or business opens a new account and never makes a single payment on any debt owed

Commercial Bust-Out - Fraudster opens many lines of credit and eventually abandons all accounts after exceeding all the credit lines

3 Shell / Shelf Companies - Fictitious or legitimate entities created for the sole purpose of committing fraud

Business Misrepresentation - Material malfeasance and misrepresentation either through the fabrication, exaggeration or omission of business data

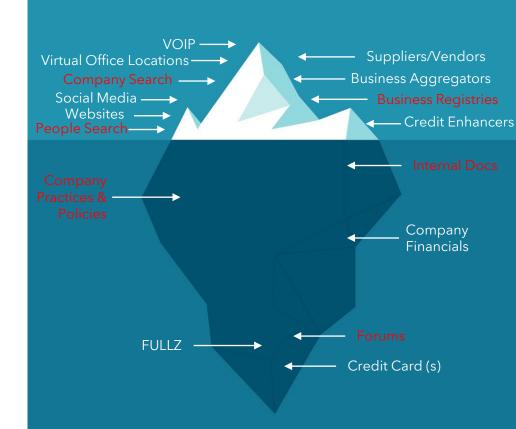
Business Identity Theft - The perpetrator acts as the business owner or representative of a legitimate company

Account Takeover - Fraudster compromises an existing account established by a legitimate business



### **B2B Fraud Playbook**

Data and Services from the **Open, Deep,** and **Dark Web** are used to commit and further enable fraudulent activities.

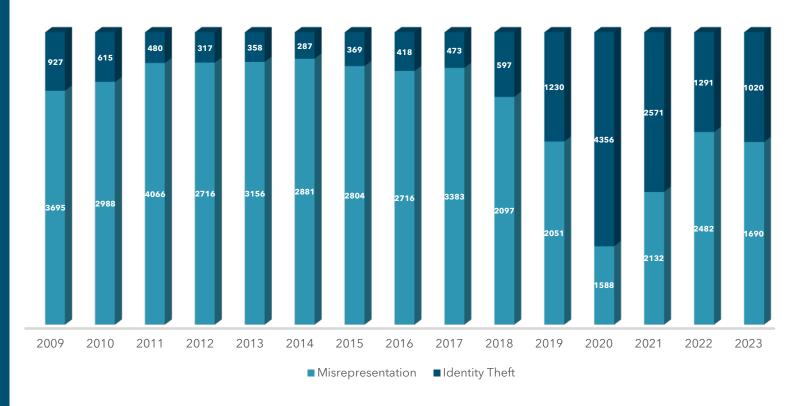






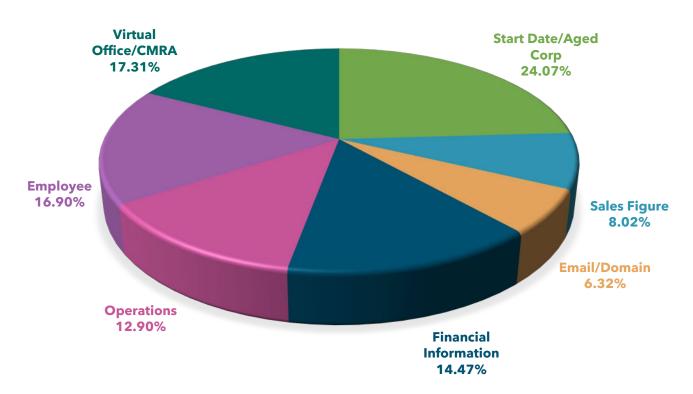


### **Evolution of Fraud Tactics and Schemes**





## **Business Start Date and Virtual Offices Are Most Prevalent Misrepresented Data Elements**



Top 10 States in the U.S. With Confirmed Cases of Business Identity Theft

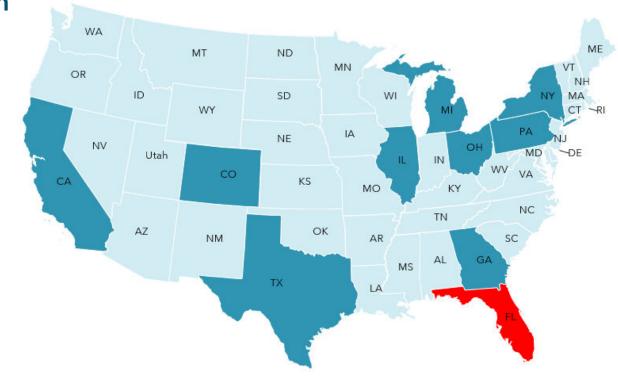
State	2022	
FL	266	
CA	129	
TX	111	
GA	65	
NY	56	
IL	38	
MI	34	
CO	33	
ОН	32	
PA	22	





# Top 10 States in the U.S. With Confirmed Cases of Business Misrepresentation

2022	
419	
281	
261	
238	
127	
104	
83	
58	
56	
40	







### Don't always believe what you see on a business registry

**Filing Dates:** January 19, 2023, to March 23, 2023

**Corp Type:** Non-profits

**Volume:** 547 active registered business in a single US state

**Who:** 2 registered Agents

#### **Suspicious Traits:**

1. Leveraging large multi-national organizations business names

2. Using stolen and synthetic business and consumer identities for filings

3. Leveraging Virtual Offices, Commercial Mail Receiving Address (CMRA) and Registered Agent

4. Overlapping filings



### **Business Registrations, Many to Choose from....**

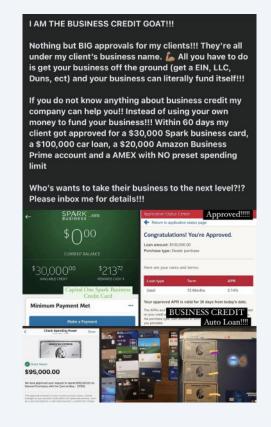
Filing State	Count
FL	7.1 M
TX	3.6M
NY	2.5M
CA	2.3M
GA	2.1M
IL	1.9M
DE	1.5M
MD	1.3M
NV	1.2M
NC	1.2M
MI	1 M
MN	1M
MA	915K
LA	910K
ОН	892K

Filing State	Count		
IN	863K		
OR	818K		
UT	788K		
VA	769K		
TN	757K		
WI	712K		
MO	711K		
KY	668K		
СО	661K		
WA	650K		
СТ	617K		
ОК	608K		
KS	494K		
IA	380K		
AR	369K		

Top States for Business Identity Theft



### Social Media Is Used As a Playbook for Business Malfeasance



If you're applying for a gas card and it requires PG, fill out everything on the app, but don't hit submit! Close out of the app. In a day or two, someone will either call or email you to help you finish your application. Tell them you do not want to PG. If your foundation is setup correctly & your spend is high enough, they will bypass the PG & process your app.

If they don't give you that option, something is wrong with your foundation or you're not gonna spend enough with them for them to justify waiving the PG.

with your foundation or you're not gonna spend enough with them for them to justify waiving the PG. Remember to always request more than you need! That doesn't mean you have to use it but the more a company thinks you're gonna spend, the better chance they are to approve you. Free game Sunday yall! You're welcome! #LevelUpTime #knowledgeispower #buildingbusinesscredit #businesscredit101 #foundationmatters #askformore #businesscoaching

**1** 27

5 comments

- 1.Come up with your Business Name
- 2.Where will your business be located → this will be your address or use a virtual address
- 3.Apply for your LLC if using your home address you can be your own Registered Agent if using a Virtual address i advise to hire a registered agent. www.incfile.com
- 4. Apply for your EIN its free www.irs.gov
- 5.Apply for your DUNS number- its free
- 6.Make a business logo www.fiver.com
- 7.Get a business telephone number Local and Toll Free
- 8.Register your business number with 411 www.listyourself.net
- 9.Get your business a simple 1 page website, unless you need something with more pages.
- 10.Create a business email- something professional yourname@yourdomain.com
- 11. Find your Naics Sic Code ( you need this when opening bank account)
- 12. Open a Business Bank Account
- 13.Freeze your Personal Credit
- 14.Make Social Media accounts for your Business Facebook, Twitter, Instagram etc etc
- 15.Add your Business to Yelp
- 16.Establish Business presence with Google
- 17.Add your Business to Bing

▲ 18.Apply for an Amazon Business Account https amzn.to/2Vm7gMY







# Business Identity Theft: Unauthorized use or attempted use of a business name and/or its identity data for illicit gain



surfing, etc.

phone

information)



### **Business Email Compromise...**

Here's how a fraudster can take advantage of your business by email

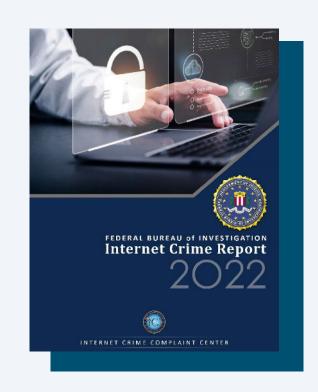




### Continued Rise of Business Email Compromise (BEC)

#### **According to the 2022 FBI Internet Crime Report:**

- Internet Crime Compliant Center (IC3) received over
   21K complaints on Compromised Business Emails
- 2. Adjusted losses exceeding \$2.5B
- 3. Started out as **hacking or spooking of an email to move money**, has now transformed into the utilization of
  custodial accounts for cryptocurrency exchanges or
  having victims send funds to crypto platforms where the
  money is then quicky dispersed
- 4. IC3 saw an increase in targeting investment accounts, spoofing legitimate business phone numbers





### Signs That Business Identity Theft May Be Occurring



Unauthorized filings at the Secretary of State/company registrar



Compromised professional license(s)



Mailings indicating newly opened and/or declined accounts



Vendors looking for missed reoccurring payments (BEC)



Bills/lawsuits/collection notices



Law enforcement contact

### What Are The Victims (Business Owners) Saying?

We are receiving credit cards in the mail that we didn't apply for

Someone opened a cell phone account under our business name

My business registration was compromised, and my personal identity was also stolen

Our business email was compromised and used to switch bank accounts

Someone used our freight business to ship stolen merchandise and skipped on the freight payment

Someone reactivated my business registration and got a loan









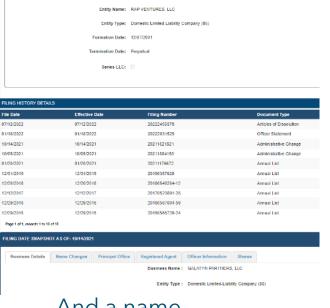




### **Compromised Business Registrations**

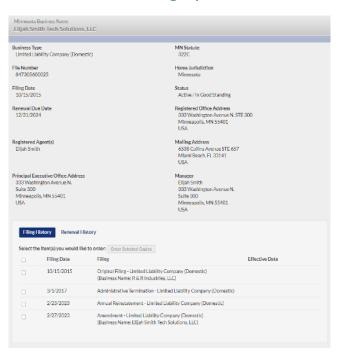
### No gap

ENTITY INFORMATION



## And a name change

### 6-Year gap



### 9-Year gap

05/09/2023 06:16 Smooth State Logistics LLC:

ID number: 20061151409 Found 24 matching record(s). Viewing page 1 of 1. Bearing 1 Date Held - Date Hester Letterbeeth de-A band Comment Other to March 1 Articles of Organization 04/07/2006 04/07/2006 04/07/2006 02:11 PM 20061151409 2 postpard not basis or conted 000202007 002020007 002020007 04 55 AM entrual record due 03/202/007 to be marked 04/01/2007 0851063007 3 Change in Status 07/01/2007 07/01/2007 07/01/2007 01:34 AM Failure to file annual report 4 postcard notification printed 07/22/2007 07/22/2007 07/22/2007 02:46 AM annual report due: 2007 07/22/2007 to be mailed 08/01/2007 00/06/2007 00/06/2007 00/06/2007 12:09 EM: 2007 1381/202 6 postcard notification printed 03/23/2008 03/23/2008 03/23/2008 05:53 AM annual report due: 03/23/2008 to be mailed 04/01/2008 06/30/2008 04/15/2000 04/15/2000 04/15/2000 09/20 AM 20001/07/58/ 00/202008 00/202008 00/202008 05 00 AM B. produced not backen purified. surport record due COVERSOR In the market OUTS 2009. 198710070010 9 Change in Status 07/01/2009 07/01/2009 07/01/2009 02:51 AM Failure to file annual report fill produced relification partied 07/29/2019 07/29/2019 07/29/2019 02:58:AM simular port the 2009-07/22/2009 to be mailed 05/01/2009 11 Report 08/17/2009 08/17/2009 08/17/2009 09:32 AM 20091438508 00/20/2010 00/20/2010 00/20/2010 05:39 AM 12 produced not beation puried entrual record due 03/202010 to be maded 05/002000 DECEMBER 13 Change in Status 0/00/2010 0/00/2010 0/00/2010 01:51 AM Latine to life enrual 14 postcard notification printed 07/21/2010 07/21/2010 07/21/2010 02:49 AM annual report due: 2010 07/21/2010 to be mailed 08/01/2010 09 30 00/15/2010 00/15/2010 00/15/2010 01 48 FM 2010/158/77 16 postcard notification printed 03/23/2011 03/23/2011 03/23/2011 04/09 AM periodic report due: 03/23/2011 to be mailed 04/01/201 06/30/2011 17 Report 04/12/2011 04/12/2011 04/12/2011 09:30 AM 20111220147 10 Periodic Report due 008209012 008209012 008209012 03 00 AM Periodic Report due by 080100/012 19 Change in Status: Noncompliant for | 07/01/2012 | 07/01/2012 | 07/01/2012 | 07/01/2012 | 01:41 AM Periodic Report due by: failure to file Periodic Report. 08/31/2012 20 Channa in Claba in one week 08/28/2012 08/28/2012 08/28/2012 09 S2 FM One week until Delinquent for latine to bledelinquent 08/31/2012 Periodic Report 21 Change in Status: Delinquent for 09/01/2012 09/01/2012 09/01/2012 01:56 AM Entity has become failure to file Periodic Report delinquent for failure to file Periodic Report 22 Change in Name 10/06/2013 10/06/2013 10/06/2013 12:38 AM Entity name and any active trade names changed due to Fallure to file periodic report. 23 Statement Coring Delinquency 19/18/2022 11/18/2022 11/08/2022 12:43:19M 2022/011/108 24 Articles of Amendment 19/16/2022 11/16/2022 11/16/2022 12:50 PM 20228117206 Change of entity name

### **Compromise Then Re-Locate**

### 7-Year gap

Florida Profit Corporation BRILLIANCE FORMULATIONS, INC.

#### Filing Information

 Document Number
 P14000020761

 FEI/EIN Number
 46-5004048

 Date Filed
 03/06/2014

 Effective Date
 03/05/2014

 State
 FL

Status ACTIVE

Last Event REINSTATEMENT
Event Date Filed 03/15/2023

#### Principal Address

7110 21st St E

SARASOTA, FL 34243

#### Changed: 03/15/2023

#### Mailing Address

7110 21st St E SARASOTA, FL 34243

Changed: 03/15/2023

#### Registered Agent Name & Address

GOLDRICK, VANESSA 7110 21st St E SARASOTA, FL 34243

Name Changed: 03/15/2023

Address Changed: 03/15/2023

Officer/Director Detail

Name & Address

Title P

GOLDRICK, VANESSA 7110 21st St E SARASOTA, FL 34243

#### Entity Search Results

Currently 50 entity are displayed. If the entity name you are searching is not displayed please refine the search.

rch

Norm	DOS ID #	Assumed Name ID #	Stenus	Frility Type	Date of First Filling	County
THE CORP. CANTERBURY HOMES INC.	79016		Active	DOMESTIC BUSINESS CORPORATION	01/10/1947	New York
THE CORPAK COMPANY, INC.	49103		Inactive	DOMESTIC BUSINESS CORPORATION	12/26/1934	New York
THE CORPORAL JOBIAH GRIBWOLD CHAPTER D. A. R., INC.	19889		Active	DOMESTIC NOT-FOR-PROFIT CORPORATION	06/20/1926	Steuben
THE CORPORAN, INC.	3509688		Inactive	DOMESTIC BUSINESS CORPORATION	04/27/2007	Kings
THE CORPORATE ADVISORY GROUP, LTD.	1416910		Inactive	DOMESTIC BUSINESS CORPORATION	01/24/1990	Kings
THE CORPORATE APPAREL DOCTOR, INC.	1117195		Inactive	DOMESTIC BUSINESS CORPORATION	10/06/1986	Nassau
THE CORPORATE APPRAISAL COMPANY	321999		Inactive	FOREIGN BUSINESS CORPORATION	01/19/1972	New York
THE CORPORATE BABY, INC.	1118952		Inactive	DOMESTIC BUSINESS CORPORATION	10/14/1986	Westcheste
THE CORPORATE BAR ASSOCIATION OF WESTCHESTER AND FAIRFIELD, INC.	1552870		Active	FOREIGN NOT FOR PROFIT CORPORATION	07/21/1992	New York
THE CORPORATE BODY WORKS LTD.	890325		Inactive	DOMESTIC BUSINESS CORPORATION	12/09/1983	Nassau
THE CORPORATE BOND TRADERS CLUB OF NEW YORK, INC.	913519		Active	FOREIGN NOT FOR PROFIT CORPORATION	05/02/1984	New York
THE CORPORATE CATALOGUE INC.	1691506		Inactive	DOMESTIC BUSINESS CORPORATION	01/05/1990	Nassau
THE CORPORATE CATERER INC.	1911777		Inactive	DOMESTIC BUSINESS CORPORATION	02/10/1992	Westcheste
THE CORPORATE CHEF PRODUCTIONS INC.	1970384		Inactive	DOMESTIC BUSINESS CORPORATION	11/23/1994	Westcheste
THE CORPORATE CITIZENSHIP COMPANY, INC.	3470752		Active	DOMESTIC BUSINESS CORPORATION	02/20/2007	New York
THE CORPORATE CLASSROOM, INC.	616768		Inactive	DOMESTIC BUSINESS CORPORATION	00/25/1980	New York
THE CORPORATE CLUB, INC.	3844690		Inactive	DOMESTIC DUSINESS CORPORATION	00/13/2009	New York
THE CORPORATE COMPANY INCORPORATED	5007599		Adine	DOMESTIC DUSINESS CORPORATION	05/08/2010	Nassau
THE CORPORATE COMPANY, INC.	3195270		Inactive	DOMESTIC BUSINESS CORPORATION	04/22/2005	Sullivan
THE CORPORATE CONNECTION, LTD.	949000		Inactive	DOMESTIC BUSINESS CORPORATION	10/15/1984	New York
THE CORPORATE COOKIE INC.	1/96162		Adive	DOMESTIC BUSINESS CORPORATION	02/24/1994	Salak
THE CORPORATE COPY CENTER INC.	1104796		Inactive	DOMESTIC BUSINESS CORPORATION	00/13/1986	tne
THE CORPORATE CURRIERS INC.	810942		Inactive	DOMESTIC BUSINESS CORPORATION	12/01/1983	Westcheste
THE CORPORATE DESIGN GROUP, INC.	1344413		Adres	DOMESTIC BUSINESS CORPORATION	04/14/1989	New York
THE COGPORATE DEVELOPMENT GROUP INC.	818735		Inactive	DOMESTIC RUSINESS CORPORATION	01/27/1983	Many York

Service of Process on the Secretary of State as Agent

ENTITY NAME: BRILLIANCE FORMULATIONS, INC.

ENTITY TYPE: FOREIGN BUSINESS CORPORATION

DATE OF INITIAL DOS FILING: 03/21/2023

FOREIGN FORMATION DATE: 03/06/20

EFFECTIVE DATE INITIAL FILING: 03/21/2023

JURISDICTION: FLORIDA, UNITED STATES

FOREIGN LEGAL NAME: BRILLIANCE FORMULATIONS, INC.

SECTIONOF LAW: BUSINESS CORPORATION - 1304 BUSINESS CORPO

The Post Office address to which the Secretary of State shall mail a copy of any process against the corporation served upon the Secretary of State by personal delivery:

ame: THE COR

**Entity Details** 

Address: 1441 BROADWAY, 5TH FLOOR, ST. 5108, NEW YORK, NY, UNITED STATES, 10019

Electronic Service of Process on the Secretary of State as agent; Not Permitted





Why pay thousands for a shelf company?

Minnesota Business Name
McGill Company

Business Type

Business Corporation (Domestic)

File Number 1517-AA

Filing Date 03/20/1906

Renewal Due Date 12/31/2021

Registered Agent(s)

(Optional) Currently No Agent

Chief Executive Officer

Yun'Twine Demetris English 800 LaSalle Ave Suite 1640 Minneapolis, MN 55402

USA

Comments
See actual file for additional information

MN Statute 302A

> Home Jurisdiction Minnesota

Status

USA

Active / In Good Standing

Registered Office Address 501 Park Ave Mpls, MN

Principal Executive Office Address

800 LaSalle Ave Suite 1640 Minneapolis, MN 55402

USA

Filing Date Filing  03/20/1906 Original Filing - Business Corporation (Domestic)  03/20/1906 Business Corporation (Domestic) Business Name (Business Name: Cootey Lithographing and Printing Co.)  03/20/1906 Business Corporation (Domestic) Business Name (Business Name: Cootey-Blodgett Company)  03/20/1906 Business Corporation (Domestic) Business Name (Business Name: The Cootey Company)	Effective Date
03/20/1906 Business Corporation (Domestic) Business Name (Business Name: Cootey Lithographing and Printing Co.)  03/20/1906 Business Corporation (Domestic) Business Name (Business Name: Cootey-Blodgett Company)  03/20/1906 Business Corporation (Domestic) Business Name	
(Business Name: Cootey Lithographing and Printing Co.)  03/20/1906 Business Corporation (Domestic) Business Name (Business Name: Cootey-Blodgett Company)  03/20/1906 Business Corporation (Domestic) Business Name	
(Business Name: Cootey-Blodgett Company)  03/20/1906 Business Corporation (Domestic) Business Name	
03/20/1906 Business Corporation (Domestic) Business Name (Business Name: McGill Lithograhp Company)	
03/20/1906 Business Corporation (Domestic) Business Name (Business Name: McGill Company)	

Commercial III communice



### Signs of Business Misrepresentation



Misrepresented or unable to corroborate business information



Lack of professional licensing, data, legitimacy



Unprofessional verbiage/tone in email communications



Looking for the quick sale, over eagerness, timing



Accounts may tend to go into the "red" sooner than later



"Ghosted"



GET A Business Credit Card With \$0 Revenue! (Business Credit Card Hack!)

12K views - Oct 19, 2021

YouTube - Terri Couser The Credit Ex



Get BUSINESS Credit Cards NOW! 5 Hacks for Approval! EIN Only BUSINESS Credit! ...

22.6K views - 2 months ago
YouTube - Terri Couser The Credit Expert



How to get APPROVED for Sam's Club Business Credit Master Card Business c...

4.2K views - 5 months ago YouTube - BizCreditBritteny



BUSINESS CREDIT HACKS 2022 | BUSINESS CREDIT SECRETS 2022 | BES...

22 views - 10 months ago YouTube - 3WayFunding



5 Hacks To Get Business Credit With Low Credit Scores! Business Funding Approv...

3.1K views - 1 year ego YouTube - Terri Couser The Credit Expert



Divvy Business credit card Hack |Up to \$400,000

2.9K views - 3 months ago YouTube - Kies Gipson



Exposing Credit Card Hacks | Jack McColl

91.5K views - 10 months ago



#### The Nav business credit hack updated

15.6K views - Sep 20, 2020 YouTube - Connectwitderick



#### The Ultimate Credit Card Hacking Guide

736.5K views - 6 months ago YouTube - Brian Jung



#### Secret Hack! No Hard Credit Check! Automatic Capital One Credit Card Upgra...

23.4K views - 6 months ago YouTube - Credit Plug



#### 5 Tips To Hack Your Credit Score To Nearly 800 FAST

4.9K views - Nov 9, 2021

YouTube - Credit Repair Cloud - Daniel Rosen



Navy Federal \$10,000 Hack | Credit card hack for bad credit

113.3K views - 4 months ago YouTube - Andrew Certwright





#### Get a Business Credit Score and an 80 Paydex Score in 1 DAY (Get Business Cr...

124.2K views - Jan 27, 2022

YouTube . Terri Couser The Credit Expert



#### EXPOSING Credit Card Hacks Nobody Tells YOU I Jack McColl

21.8K views - 7 months ago YouTube - The Austin Zaback Show



#### Increase Your Credit Score By 100 points

80.6K views - Feb 2, 2022 YouTube - Sherry Backley



#### Best Bank of America business auto loan hack#businesscredit #2022 #best

9K views - 10 months ago YouTube - Klee Gloson



#### Navy Federal Credit Card Hack: \$50,000 Get High Credit Limits Instantly In 2023!

62.7K views - 3 months ago YouTube - Sherry Beckley





#### HOW TO GET \*INFINITE\* \*CREDITS\* IN BAD BUSINESS!!!!

113K views - Feb 19, 200 VouTube - minemon



#### \$500K Bank of America's EIN-Only Business Credit Card: 5 Proven Hacks T...

4 views - 9 months ago YouTube - The Awasome S'witty Kiwi Show



#### Fast business credit building hack

3.1K views - 11 months ego YouTube - Irv Official



#### Business Credit Hacks Pt.2

380 views - 4 months ago YouTube - Academy For Hustlers LLC



#### Navy Federal Credit Pledge Loan Hack | \$20,000 Instant Credit Line | Credit Boos...

98K views - 6 months ago YouTube • Life With Jazzy Mac



#### Credit Inquiry Deletion Hack: Boost Your Credit Score by 55 Points!

4K views - 2 months ago YouTube - Credit Repair Cloud - Daniel Rosen

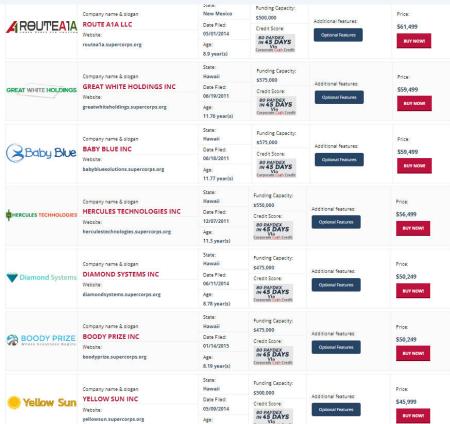


### **Shelf/Super Corps**

#### Benefits:

- 1. Quicker than filing new
- 2. Credibility (2-5yr)
- 3. Paperwork/Meeting Minutes







# Example: Fraudulent purchase order



- Residential address in CA used delivery point for The University of Miami?
- A new domain of miamiedu.org was created to represent The University of Miami



1507 Levante Avenue Rm 305 Coral Gables, Ft. 33124-1433 Phone: (305) 250-1614, Fax: 855-405-1167 (EN) Tax 10: 59-0624458 FLORIDA SALES TAX EXEMPTION: 23-02-324947-57c DUIS NUMBER: 00-414-6619

ISSUED TO:

#### PURCHASE ORDER NUMBER YTW-692023

PLEASE SHOW THE ABOVE NUMBER ON ALL DOCUMENTS AND CONTAINERS

	IVER THE MATERIAL OR SERVICES LISTED BELOW, AT PRICES QUOTED OR AS NOOR OUR AGREEMENT NUMBER	DELIVER TO:  Receiving & Store  ATTN: MARY EID  428 CONCORN AI  VALLEJO CA 9458!  USA  INVOICE TO:  ACCOUNT PAYAB  University of Mia  P.O. Box 248106  Coral Gables, FL  accounting@miar	E.E.mil	
F.O.B.		PRICED BY Shannon F	lartman	T130MS 256.1
QUANTITY	Description	CATALOG#	UNITPEKE	TOTAL COST
15	HP 826A - cyan - original - LaserJet - toner cartridge (CF311A)	CF311A	\$468.11	\$7,021.65
15	HP 826A - magenta - original - LaserJet - toner cartridge (CF313A)	CF313A	\$468.11	\$7,021.65
15	HP 827A - yellow - original - LaserJet - toner cartridge (CF302A)	CF302A	\$432.92	\$6,493.80
15	HP 827A - magenta - original - LaserJet - toner cartridge (CF303A)	CF303A	\$432.92	\$6,493.80
150	WD Elements Portable WDBU2G001088K - hard drive - 1 TB - USB 3.0	WDBUZG001088K-WES	\$55.90	\$8,385.00
150	WD My Passport WDBS48002088K - hard drive - 2TB - USB 3.0	WOBS4800208BK-WESN	\$79.39	\$11,908.50
Onne	PLACED BY: Susan R Montes		Subtotal	\$47,324.40
OKDER	00000000000000000000000000000000000000		Sales Tax	\$3,139.46
QUOTAT	TION; 220486239		Shipping	\$0.00
DATE O	F ORDER: 09/21/2018	Li	ess Discour	NT
			TOTAL	\$50,463.8

### Altered business "proofs of right"



DATE 04/15/2017 DOCUMENT ID 202019706296

DESCRIPTION

DOMESTIC FOR PROFIT CORP - ARTICLES
(ARF)

FILING 99.00

EXPED 0.00

00 0.00

Receipt

This is not a bill. Please do not remit payment.



#### STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose

It is hereby certified that the Secretary of State of Ohio has custody of the business records

#### CHAMPIONS ACADEMY OF ARTS

Document(s)

and, that said business records show the filing and recording of:

Document No(s):

DOMESTIC FOR PROFIT CORP - ARTICLES

Effective Date: 04/15/2017

202019706296



United States of America State of Ohio Office of the Secretary of State Witness my hand and the seal of the Secretary of State at Columbus, Ohio this 15th day of April, A.D. 2017.

Fort flow

Ohio Secretary of State



# The Evolving Threat of B2B Fraud

In today's business environment, protecting your company requires a holistic approach to evaluating risk. Fraud is a growing concern for many organizations, and costs are high.

With the evolving and increasingly sophisticated fraud tactics, proper due diligence requires an adaptive, data-driven, and multidimensional approach to stay steps ahead of fraudsters.



of companies report experiencing fraud or economic crime in the last 2 years<sup>1</sup>



of companies say identifying fraud is challenging with current capabilities<sup>2</sup>

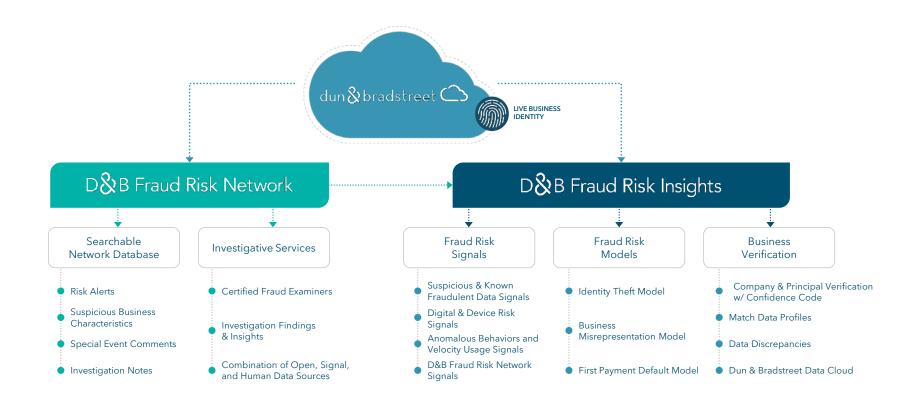


of companies report their customers are the primary perpetrators<sup>1</sup>



of companies believe risk data is critical to identifying fraud<sup>2</sup>

### D&B Fraud Risk Solutions



### D&B Fraud Risk Assessments

D&B Fraud Risk Insights leverages proprietary machine learning algorithms to combine a multitude of fraud signals into a comprehensive fraud risk assessment on US businesses.

The fraud risk assessments add a layer of actionable intelligence to help you safeguard your organization against potential fraudsters without slowing down the approval process.



The three assessments for Business Identity Theft, Business Misrepresentation, and First Payment Default are evaluated to provide an overall fraud risk assessment Multidimensional machine learning models can help pinpoint risk associated with three common business fraud types



#### **Business Identity Theft**

A perpetrator acting as the business owner or representative of a legitimate company



#### **Business Misrepresentation**

Material malfeasance and misrepresentation through fabrication, exaggeration, or omission of information



#### **First Payment Default**

An individual or a business opening a new account and never making a single payment on any debt owed



### D&B Fraud Risk Signals

D&B Fraud Risk Insights provides over 60 fraud risk signals that can be used to pinpoint suspicious information and known fraudulent activity, protecting your bottom line and business reputation.

Fraud risk signals enhance your due diligence process by giving you the evidence to back up your decisions and deeper insight on those flagged as high risk that require further review.

- D-U-N-S Match Score & Confidence Code
- Input & D&B Business Data Discrepancies
- Address, Phone & Email Validation
- Firmographics Analyses
- D&B Business File Data
- Operating & Financial Status
- Legal Events & Criminal Proceedings
- Open Financial Embarrassment, Claims, & Debarments
- Velocity Identity Usage
- Anomalous Behavior



- Device Intelligence Device Fingerprinting, IP Verification And Location, & Botnet Activity Detection
- Email Intelligence Age, Domain, Mailbox Issues, Popularity, & Velocity
- Phone Intelligence Reputation, Velocity Usage, Fraud Traffic Pattern & Jailbreak Status
- Suspicious Business Characteristics
- High Risk Addresses & Phone Numbers
- Certified Fraud Examiner (CFE) Investigative Special Event Comments & Notes
- High Risk Alerts
- Suspicious & Known Fraudulent Data

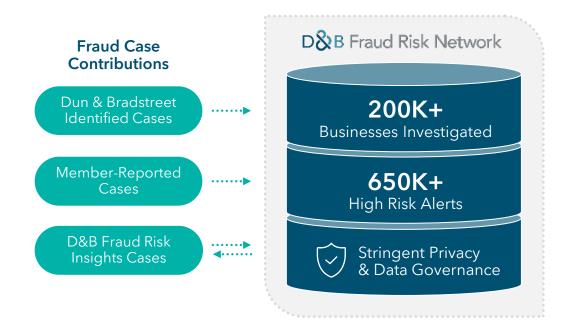
## D&B Fraud Risk Network

Fraud Professionals Working Together



### D&B Fraud Risk Network

The D&B Fraud Risk Network is a research-as-a-service tool that assists customers in researching, reporting, and investigating suspicious and potentially fraudulent business activities.





### **SHARE**

- Share unique case specifics to Dun & Bradstreet investigators and/or members
- Share aggregate insight on trends and methods being used



### **SEARCH**

- Search the secure, online portal for reported & confirmed high-risk business entities in the United States, Canada, United Kingdom, and Ireland
- Search attributes with informational value related to high-risk & fraud
- Powerful search capability enables participants to search against previous entries from both fellow members and Dun & Bradstreet



### **SUBMIT**

 Submit new suspicious cases for investigation by Dun & Bradstreet's Certified Fraud Examiners and receive investigation findings and insights

#### **CASE STUDY**

### Suspicious Transaction Uncovers \$51M Fraud Exposure

#### **Customer Challenge**

A global credit insurance provider submitted a tip for an entity in the VOIP telecom space.

Upon investigation, Dun & Bradstreet's Certified Fraud Examiner team identified several anomalies, including high credit references, financial statement irregularities, and suspicious contact information.

The single tip led the team to identify 19 related entities operating in the criminal enterprise ring. These entities were confirmed as Identity Theft Victims or High-Risk Misrepresentation.

#### Suspicious business characteristics included:

- Compromised business registrations
- Stolen or synthetic identities for CPA on financial statements
- No FCC licenses
- Falsified phone, address, and/or principal information
- Virtual office locations unable to be verified

#### **Dun & Bradstreet Solution & Results**

In working with this client, the team was able to identify \$32M in exposure and successfully mitigate \$30M before claims could be filed.

Not only was the team able to help protect this client, but they also uncovered a second client with another \$19M in exposure through these confirmed entities.



#### **CASE STUDY**

### \$240K Identified in Incremental Revenue Opportunity

#### Company

- Large Payment Processing Company
- **Predominantly Online Application Processing**
- **Business Fuel Credit Cards**

#### **Customer Challenge**

The customer was leveraging a competitor's fraud mitigation solution that was flagging ~55% of applications as potentially fraudulent.

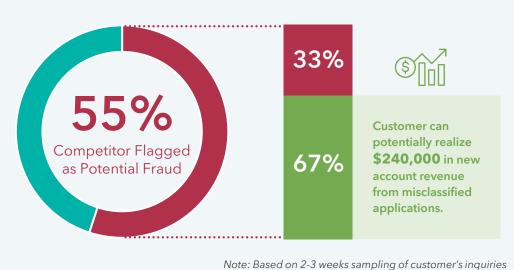
The customer believed most of the flagged applications to be false positives and feared they may be losing revenue opportunities as a result of these misclassified applications.

#### **Dun & Bradstreet Solution & Results**

The customer was seeking a fraud solution to confirm or refute these applications flagged as potential fraud.

Dun & Bradstreet evaluated the 178 applications flagged by the competitor with the Identity Theft, Business Misrepresentation, and First Payment Default fraud models:

- Fraud models confirmed 33% of applications as potential high-risks for fraud
- 10 high-risk and 4 low-risk applications were selected for full investigation by D&B Certified Fraud Examiners to validate and confirm results
- Fraud models and D&B Certified Fraud Examiner investigations identified 67% of the applications as low-risk



### The Dun & Bradstreet Difference

D&B Fraud Risk Insights is built on a strong foundation of Dun & Bradstreet data and evaluates business fraud with a multidimensional and interconnected approach

#### **DEEP COVERAGE**

- Largest database of proprietary business data, including over 500 million companies, globally
- Real time business data updates

#### **D&B FRAUD RISK NETWORK**

- 200,000+ businesses investigated by D&B Certified Fraud Examiners
- 650,000+ High Risk Alerts, Special Comments, Suspicious Business Characteristics & Examiner Reports from D&B Certified Fraud Examiners

### BUSINESS IDENTITY VERIFICATION

- Proprietary D-U-N-S identity resolution algorithm
- Industry-recognized leader for KYC and KYB data by analyst firms Outsell and Chartis

### FRAUD MODELS & RISK SIGNALS

- High-performing, machine learning Identity Theft, Business Misrepresentation and First Payment Default models
- Over 60 fraud risk signals of suspicious and known fraud, abnormal identity behavior, velocity usage, device anomalies and more!

#### **SUPERIOR DATA**

- Broadest combination of data on public and private, small, medium and enterprise businesses with stringent data governance for quality, depth & breadth
- Industry-recognized leader for trade credit and small business credit data by analyst firms Outsell and Chartis

#### **BUSINESS FRAUD-FOCUSED**

- Primary focus and extensive experience in commercial and business fraud
- D-U-N-S recommended or required by 240+ commercial, trade and government organizations globally



### dun & bradstreet

### Thank you

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