nuvo

Make **trade credit** your competitive advantage.

NACM
National Association of Credit Management
CONNECT

Business Details

- Purchasing
- Trade References
- Bank Reference
- Additional Info
- Personal Guaranty
- Review & Submit

Shareable Invite Link

https://nuvo.credit/app/kdsjf/lesldftyy

jpaysan@acmecorp.com   Log Out

Acme, Inc.
EIN 12-123456 | Acme International Corp.

Business Information

Organization Type
Corporation

State of Incorporation
CA

Primary Business Address
1082 Washington St, Stockton, CA 85205

Accounts Payable

John Paysan
jpaysan@acmecorp.com | 408-555-5846

Officers, Owners, & Signatories

Joan Pacifica, CEO
jpacifica@acmecorp.com | 408-555-4354

Kevin Reynolds, CFO
kreynolds@acmecorp.com | 408-555-3546

Jimmy Finch, Finance VP

Save & Continue

Agenda

David Fulham
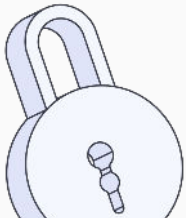Partnerships

Introduction

Business Customer onboarding today

Identity verification & fraud prevention

Modern onboarding & risk assessment

Introduction

Customer onboarding has always been **a moment of risk for B2B sellers**

⬛ Fraudulent Impersonation of vendors or buyers

⚠️ Over-allocation of credit terms granted to risky customers

🔒 Overly-restrictive credit terms granted for difficult-to-assess customers

👤 Risk losing new customers if terms awarded too slowly

Efficient customer onboarding requires a balance of conflicting priorities
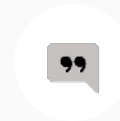
Credit risk management

Reference checks

Bureau reports
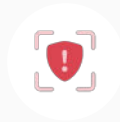
Fraud prevention

Identity verification

Fraud detection

Customer service

Customer onboarding & record creation

Clear communication

B2B commerce is **coming online** and so are **opportunities for growth**

Greater potential for discoverability and scale

Lower friction contact with customers

Around 35% of all B2B purchases by large and mid-sized businesses **are now made directly online** – and when orders that are agreed virtually are added on top, that figure jumps to around 70%.
McKinsey

Onboarding applications are **unverified**, **error-prone**, and **often incomplete.**

Static forms are limited and stuck in the past:

- Fraud and impersonation is easy
- 100% completion is unenforceable
- Data entered must be manually verified
- Missing or mistaken information must be manually recollected
- References must be chased down one by one
- Many new customers have thin credit reports
- Banks don't respond to references

Business Credit Application

Name/Address

Last:	First:	Middle Initial:	Title
Name of Business:			Tax I.D. Number
Address:			
City:	State:	ZIP:	Phone:

Company Information

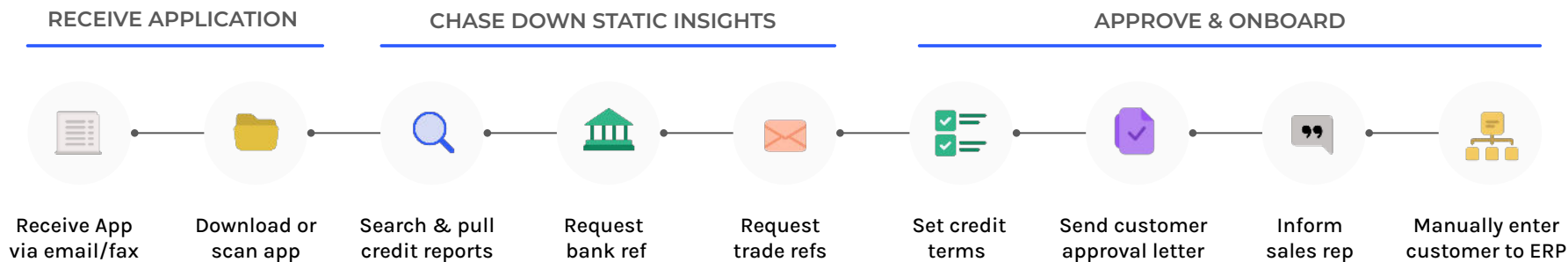| Type of Business: | | In Business Since: | |
Legal Form Under Which Business Operates:			
	Corporation ☐	Partnership ☐	Proprietorship ☐
If Division/Subsidiary, Name of Parent Company:		In Business Since:	
Name of Company Principal Responsible for Business Transactions:		Title:	
Address:	City:	State:	ZIP:	Phone:
Name of Company Principal Responsible for Business Transactions:		Title:	
Address:	City:	State:	ZIP:	Phone:

Bank References

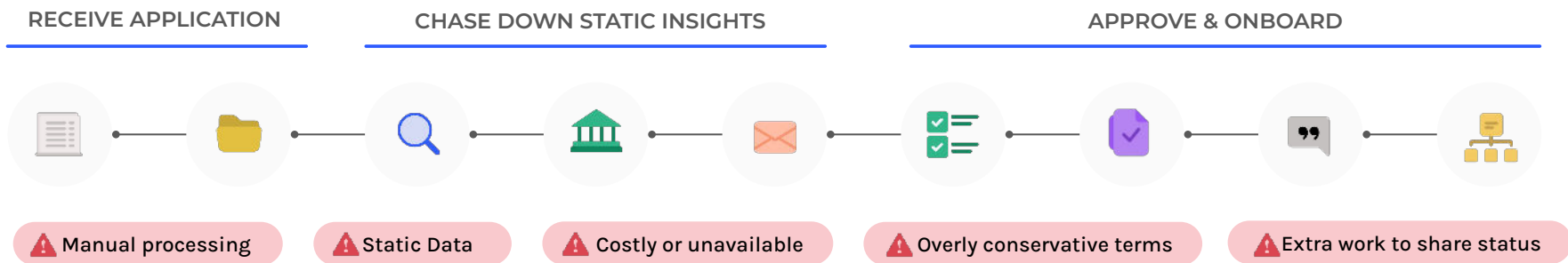| Institution Name: | Institution Name: | Institution Name: | |
Checking Account #:	Savings Account #:	Home Equity Loan:	Loan Balance:
Address:	Address:	Address:	
Phone:	Phone:	Phone:	

Trade References

Company Name:	Company Name:	Company Name:
Contact Name:	Contact Name:	Contact Name:
Address:	Address:	Address:

Approvals are tedious & time-consuming

RECEIVE APPLICATION

CHASE DOWN STATIC INSIGHTS

APPROVE & ONBOARD

Receive App via email/fax

Download or scan app

Search & pull credit reports

Request bank ref

Request trade refs

Set credit terms

Send customer approval letter

Inform sales rep

Manually enter customer to ERP

Credit teams are spending **60+ hours** on approvals, slowing down the sales process

Approvals are tedious & time-consuming

RECEIVE APPLICATION | CHASE DOWN STATIC INSIGHTS | APPROVE & ONBOARD

⚠ Manual processing   ⚠ Static Data   ⚠ Costly or unavailable   ⚠ Overly conservative terms   ⚠ Extra work to share status

Credit teams are spending **60+ hours** on approvals, slowing down the sales process

Fraud Prevention
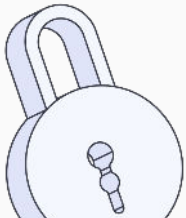
Multiple fraud vectors **plague B2B commerce**

Experian (2023) found **70%** of businesses have experienced **increased fraud losses in recent years**

Cyber Security

Email compromise

Phishing

Malware / Ransomware

Invoice & Payment

Vendor and Customer impersonation

Invoice fraud

Payment diversion

The availability of AI-generated content makes these types of fraud easier to conduct.

Fear of fraud

Prevents businesses
from selling online

What is preventing you from undertaking commerce online?

Fear of fraud	**64%**
Lack of technology	**37%**
Customer preferences	**34%**

Survey of 350 credit managers

Manual Detection

Relies on sales team to catch fraud

What fraud prevention mechanisms do you use today?

Sales team	**63%**
KYC	**21%**
KYB	**49%**

0%   20%   40%   60%   80%
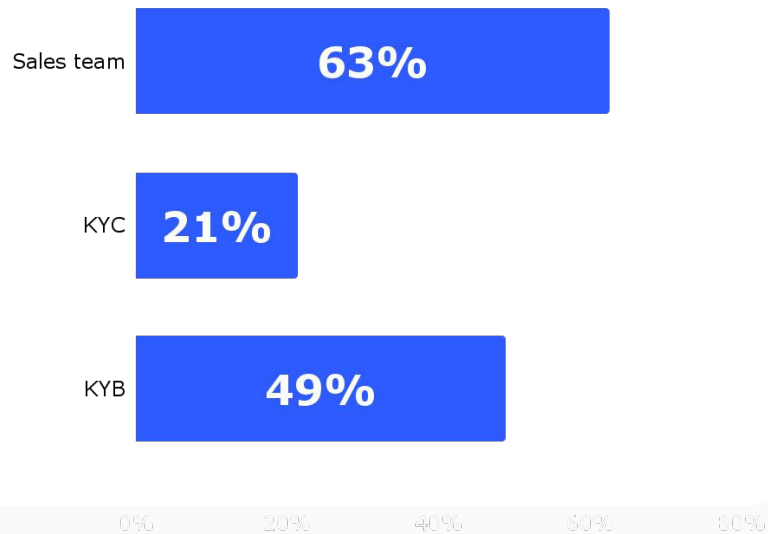
Survey of 350 credit managers

Fraud prevention must be integral to onboarding for **protection without inconvenience**

In addition to fraud, **credit losses are as much as 1-2% of revenue**

...but loss aversion can result in **untold missed revenue opportunities**

The Credit Catch-22:
How to issue credit when insights are missing?

Newly formed businesses

Businesses without reported receivables

Complex ownership structures & industry consolidation

Underserved industries

Leverage email & domain **reputation**

Email-level

david@
First part of address

—

First seen date

Last seen date

Velocity of emails

Spam emails

Domain-level

nuvo.com
Last part of address

—

Blocklists

Free or disposable

IP address & valid mail exchange (MX) record

Domain Age (e.g. symbolics.com, 1985)

Email and domain
Verifications you can do yourself

Domain Age: lookup.icann.org or whois.domaintools.com (e.g. ametek.com vs ametekk.com)

Email blacklists: mxtoolbox.com/SuperTool

Detecting Gen-AI text: copyleaks.com/ai-content-detector

Friendly Font: don't mistake I for l, instead see I and l

Domain Age
Verifications you can do yourself

Name: AMETEKK.COM

Dates

Registry Expiration: 2024-11-13 14:04:06 UTC

Updated: 2024-01-29 06:26:23 UTC

Created: 2023-11-13 14:04:06 UTC

Name: AMETEK.COM

Dates

Registry Expiration: 2024-10-14 04:00:00 UTC

Updated: 2023-09-12 15:01:06 UTC

Created: 1995-10-15 04:00:00 UTC

Business verification should be fast and use authoritative sources

Options for verifying businesses:

Check official business registries

Verify business licenses

Examine legal and financial records

Website and online presence

Contact business directly

Fast verification tips
For rapid onboarding

✔ **Use a source with convenient access options e.g. IRS**

✔ **Verify upfront before spending time and money**

Verification Sources for KYC

GOVERNMENT DATABASE

You know...

Personal Tax ID e.g. SSN

First and last name

Residential address

DOCUMENT UPLOAD

You have...

Passport

Driver's License

National ID

BIOMETRICS

You are...

Face

Fingerprint

Eye

An unbroken chain of **verification**

ONE-TIME PASSCODE

Email domain

Control by applicant

Domain reputation & age

The applicant controls the business identity

BUSINESS REGISTRY

Business Identity

Legal Name & Tax Identifier

Beneficial Owners

The business is legitimate

GOVERNMENT REGISTRY
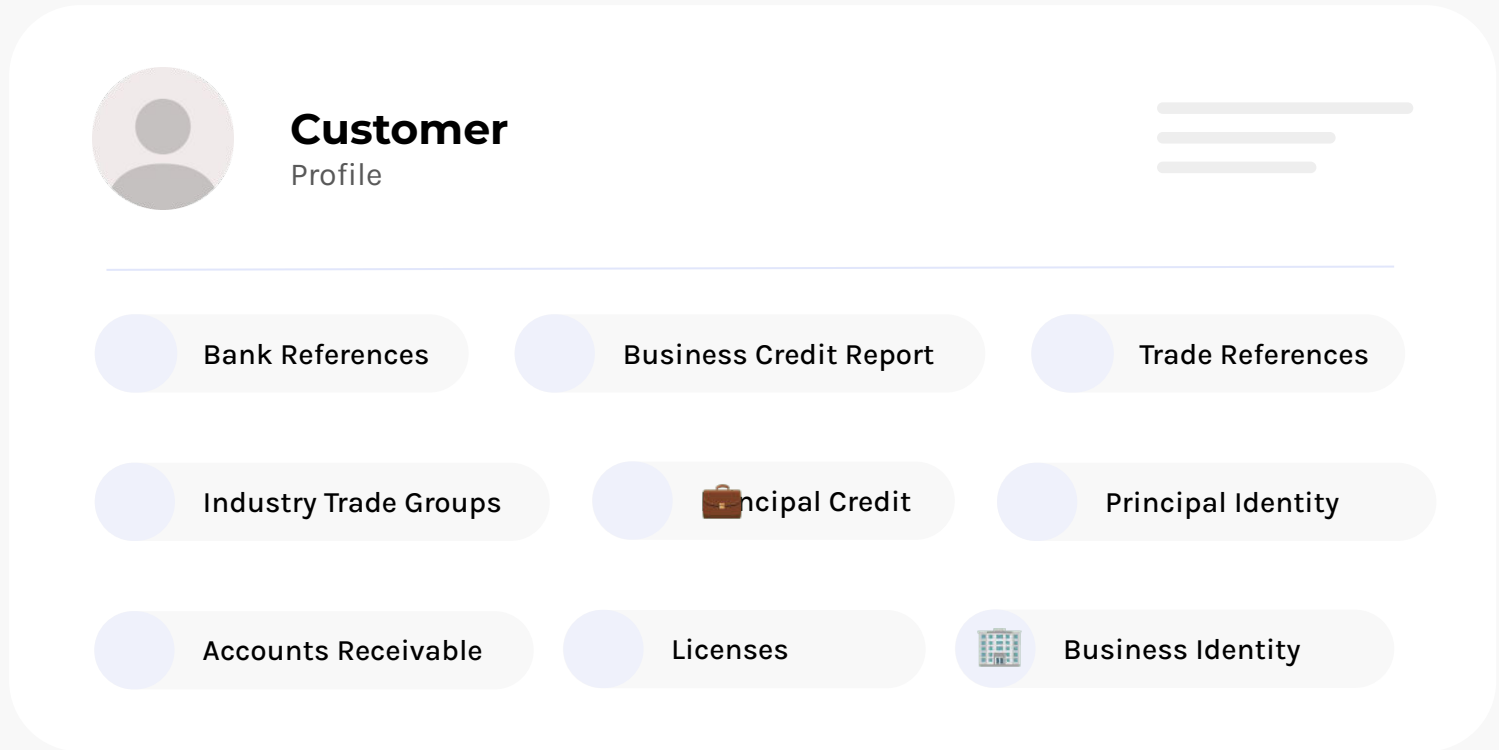
Person Identity

Secret Tax Identifier

Personal details & biometrics

The signer represents the business

One profile for verification and creditworthiness

Customer
Profile

Bank References

Business Credit Report

Trade References

Industry Trade Groups

💼ncipal Credit

Principal Identity

Accounts Receivable

Licenses

🏢 Business Identity

Portfolio view of credit risk

Access native insights, or plug in your own data sources

ORACLE NETSUITE
Monthly Spend
$5.7K
$6K

experian.
Business Credit Score
60
Low to Medium Risk

EQUIFAX
Business Failure Risk
3 out of 9
Low Risk   High Risk

ORACLE NETSUITE
Past Due/Unpaid
15%

100%
85%

ORACLE NETSUITE
Credit Utilization
76% $15.2K balance | $20K limit

Chase Bank
Current Position
$223K
$45K Liabilities

Chase Bank
Avg. Last 12 Mo.
$250K
320K
135K

EQUIFAX
Payment Index
76 out of 100

NACM NATIONAL TRADE CREDIT REPORT
DSO last 12 mo
43.1 Days
41d

creditsafe
International Credit Rating
C 11th Percentile of US Businesses

ORACLE
Past Due
$2,31

Thank You!

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