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## Neustar Selected as Digital Identity Solution Partner for Visa's ID Intelligence Ecosystem

Oct 24, 2017

*Instant, frictionless digital identity solution to authenticate consumers*

Neustar, Inc., a trusted, neutral provider of real-time information services, today announced that Visa has selected Neustar as a digital identity partner for [Visa ID Intelligence](#), recognizing Neustar's Multi-Point Identity Confidence solution that authenticates a consumer's digital identity instantly and without friction.

The Neustar [Multi-Point Identity Confidence](#) solution is API-based and utilizes the full power of Neustar's unmatched, real-time [OneID](#)® system, which continuously corroborates, verifies and appends consumer identifiers, attributes and information.

"We are honored to have been selected by Visa as a digital identity partner for their ID Intelligence ecosystem," said Sai Huda, General Manager, Risk Solutions, Neustar. "It is another industry recognition of our next generation, API-based, real-time capability to seamlessly and instantly authenticate a consumer's digital identity."

"While recent data breaches have heightened the need for fraud prevention measures, companies also need to continue to provide a frictionless experience to consumers online and via mobile and not have a chilling effect. This is why we are seeing more companies reach out to us and quickly integrate our next generation API-based solution seamlessly, and why we are continuing to receive industry recognition, such as being selected by Visa for its ID Intelligence," said Huda.

The Visa ID Intelligence platform allows issuers, acquirers and merchants to adopt emerging authentication technologies and create more secure, and convenient ways for consumers to shop, pay and bank on their connected devices. It offers a curated selection of leading third-party authentication technologies with faster, simpler integration.

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“We’re pleased to work with Neustar to offer digital identity authentication as part of Visa ID Intelligence,” said Mark Nelsen, Senior Vice President, Risk and Authentication Products, Visa. “Smarter authentication will help deliver more seamless consumer experiences as well as better decisioning for issuers, acquirers and merchants.”

The Neustar [Multi-Point Identity Confidence](#) solution enables the identification and authentication of a consumer with a 360-degree view and an unmatched level of precision. It is used by hundreds of companies in various sectors, ranging from financial services, insurance, retail, telecommunications, healthcare, utilities and others. It can be utilized by clients for the following use cases, online or via mobile, among others:

- Account opening
- Filling out forms to sign up for a service or file a complaint
- Request for products or services
- Password resets
- Purchase goods
- Log in to perform transactions

Neustar will be at [Money 20/20](#) discussing the Multi-Point Identity Confidence solution in Las Vegas, Nevada, from October 22-25.

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