

## Outsmarting Fraudsters: DAT Freight & Analytics Success Story

In the fast-paced world of freight logistics, DAT Freight & Analytics is a heavyweight. The company strives to provide the most efficient and trusted marketplace for its U.S. network of shippers, carriers, and brokers while maintaining strict security and compliance with Department of Transportation regulations.

### The Need to Stop Fraud, Not Customers

Account fraud has become rampant in the freight and load board industry, including the proliferation of fraudulent accounts, impersonated carriers and brokers, fraudulent bids, and more. Like others in the industry, DAT Freight & Analytics faced an increase in account fraud that needed to be addressed to protect customer satisfaction and their position as an industry leader.

DAT Freight & Analytics' systems for identity management and fraud detection were not able to automatically identify fraudulent accounts and their activity, requiring implementation of manual verification processes for new account registrations and investigation of suspicious activity. The company's Fraud Team grew in size to perform manual reviews, but the approach was costly, not scalable, and could create approval delays that negatively affected customer satisfaction.

### A Solution To Block Fraud Before It Starts

DAT Freight & Analytics turned to Verosint's account fraud discovery and prevention solution. The Verosint solution was implemented in just one and a half days using simple API calls from the company's existing authentication and identity management system with no further modification and no software to install.



Verosint proved to be highly accurate at finding fraudsters.

Satish Maripuri  
CEO & President, DAT Freight & Analytics

Once live, Verosint immediately discovered account fraud hiding within DAT Freight & Analytics' platform with the ability to distinguish fraudsters from legitimate users in real-time. The findings included discovery of linked multi-national fraud rings hiding behind fake accounts that were conducting fraudulent bids and transactions.



**D A T**  
Freight & Analytics



- Largest freight marketplace in the U.S.
- Connecting over 2 million shippers, brokers & carriers
- Moves over \$150 billion in freight annually
- Over 900 account registrations daily

# Optimizing Security, Efficiency and Customer Experience

## Verosint made an immediate impact at DAT Freight & Analytics:

- ✓ Dramatically reduced in account fraud
- ✓ Improved customer satisfaction by eliminating delays
- ✓ Blocked 49,500 fraudulent registration attempts
- ✓ Saved 25,000 labor hours
- ✓ Automatically blocked unqualified account registrations
- ✓ Streamlined case investigations using Verosint's analytics
- ✓ Strengthened trust in the marketplace platform
- ✓ Enhanced team efficiency and collaboration

DAT Freight & Analytics' ability to eliminate account fraud using Verosint had positive ripple effects throughout the business. Shippers and carriers on the network are more satisfied and have increased trust in the integrity of the network and the companies they do business with. Within the company, several teams including fraud, compliance, customer support and platform managers work more efficiently and share insights to prevent new cases of fraud and continuously learn from the fraud patterns detected by Verosint.

"The capabilities we've gained by using Verosint have been very eye-opening," said Calvin Locklear, Enterprise Solutions Product Manager. "Verosint allows us to see trends and risk signals across the massive volume of event data we collect on a daily basis, and helps us identify fraud clusters such as shared and duplicate accounts."

"The Verosint team has been a true partner in our fraud prevention efforts, and the



We now have the confidence to automatically block fraudsters at registration, freeing up our team members to focus on our legitimate customers. —Satish Maripuri, CEO & President, DAT Freight & Analytics

deployment of Verosint could not have been easier," continued Locklear. "We were up and running on the platform in a day and a half. They provided built-in integration with our authentication provider, Auth0 by Okta, so integration into our environment was fast and easy."

DAT Freight & Analytics' partnership with Verosint transformed their fraud prevention efforts, resulting in cost savings, increased customer satisfaction, and a more secure and trusted platform. Marketplace users have increased trust in the platform, and the teams within the company work more efficiently to successfully outsmart fraudsters and protect the business.

## The First 90 Days

✓ Blocked **49,500** fraudulent registrations

🕒 Savings of over **25,000** labor hours

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