VEROSINT

Outsmarting Cybercriminals:

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.

DAT
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

Stopping Account Attacks, But Not Customers

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

DAT Freight & Analytics' third-party identity management systems were unable to detect and block these account attacks, and traditional identity verification approaches were not feasible due to their costs and the user friction generated. Instead, the company performed manual verification for new accounts and investigation of suspicious account activity. However, the Fraud Team grew quickly in size and became too costly, not scalable, and created lengthy delays that negatively affected customer satisfaction.

Detecting and Blocking DAT's Attacks & Threats

DAT Freight & Analytics turned to Verosint's account attack detection and prevention solution. The Verosint solution was implemented in just one and a half days using simple API calls from the company's existing identity management system with no further modification or 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 attacks and compromised accounts hiding within DAT Freight & Analytics' platform. The findings included discovery of linked multi-national fraud rings hiding behind fake accounts that were conducting fraudulent bids and transaction.

Optimizing Security, Efficiency and Customer Experience

Verosint made an immediate impact at DAT Freight & Analytics:

- ✔ Dramatic 65% reduction in account compromise and fraud
- ✔ Blocked 49,500 fraudulent registration attempts
- ✔ Savings of 25,000 labor hours
- ✔ Improved customer satisfaction by eliminating delays
- ✔ Streamlined case investigations using Verosint's analytics
- ✔ Strengthened trust in the marketplace platform
- ✔ Enhanced InfoSec team efficiency and collaboration

The First 90 Days

65% reduction in fraud cases

Blocked **49,500** fraudulent registrations

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

DAT Freight & Analytics' ability to eliminate account attacks 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 Security, Fraud, Customer Support and Platform Management work more efficiently and share insights to prevent account attacks and fraud based on threat patterns and identity intelligence provided 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 threats and fraud including shared and duplicate accounts."

> 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*

"The Verosint team has been a true partner in our account attack and fraud prevention efforts, and the 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 Okta our authentication provider, so integration into our environment was fast and easy."

DAT Freight & Analytics' partnership with Verosint transformed their security and 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 cybercriminals and protect the business.

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