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Identity and orchestration

EY anti-fraud solution offerings

2025



The better the question. The better the answer. The better the world works.



Shape the future
with confidence

Identity fraud is causing financial losses and hindering growth, security and user experience. As technology advances, the same advancements making identity fraud easier can be used to mitigate it, demanding robust management solutions that safeguard both your business goals and customers.

Step into the future of identity with confidence, as we tackle identity fraud and management, making sure your enterprise thrives in our connected world.

Issues faced by institutions:

- How can we deter fraudsters without disrupting the onboarding of legitimate customers?
- What approaches drive efficiencies in detecting fraud in real time to achieve customer privacy and security?
- How can we leverage technology and optimize the fraud response strategy to improve operational efficiencies?

Industry trends:

Identity fraud is on the rise; financial institutions (FIs) are investing in transformation initiatives to enable next-gen anti-fraud solution stack.

95%

FIs* failing to detect synthetic IDs during the onboarding process, costing upward of ~\$6b a year in the US¹

\$17b

The anticipated annual fraud loss amount that will be attributed to account takeover by 2025 globally²

353m

Identities compromised via reported data breaches in 2023³

Ongoing industry transformation initiatives

84%

Of bankers think artificial intelligence (AI)/machine learning (ML) solution platforms will drive transformation in core banking services⁴

89%

Of banking directors say digitalization to be embedded in all fraud prevention strategies and identify AI/ML as the top breakthrough technology⁵

Key drivers:

For institutions, identity fraud is an expensive and escalating problem impacting institutions' abilities, reputation, finances and customer experience.

Cyber threats and bad actor activities from automated programs and bots

Increased customer onboarding friction and application abandonment

Emerging AI/ML technologies resulting in sophisticated fraud attacks

Fragmented identities and lack of cross-channel visibility

Fictitious identities from identity theft and synthetic IDs

Rigid and standalone solutions hindering solution scalability

SOURCE¹ <https://legal.thomsonreuters.com/en/insights/articles/trends-in-synthetic-identity-fraud> & <https://fedpaymentsimprovement.org/wp-content/uploads/frs-synthetic-identity-payments-fraud-white-paper-october-2019.pdf>

SOURCE² <https://iconectiv.com/news-events/mission-universal-ato-addressing-account-takeover-fraud-cutting-edge-digital-identity>

SOURCE³ <https://www.idtheftcenter.org/post/2023-annual-data-breach-report-reveals-record-number-of-compromises-72-percent-increase-over-previous-high/>

SOURCE⁴ <https://blog.workday.com/en-us/how-ai-and-ml-will-help-banks-build-the-next-gen-workforce.html>

SOURCE⁵ <https://bankingjournal.aba.com/2024/09/survey-finds-most-smaller-banks-increasing-technology-budgets/>

*FI encompass banks, insurance, wealth and asset management, and other financial sectors

Desired target state:

Enhanced customer experience, effectiveness in fraud controls and operational efficiencies with unified identity and zero trust architecture

- AI-based, real-time detection controls
Risk, trust, bots and behavior
- Real-time ID verification and data validation
Document, biometric, data
- Robust authentication and authorization controls
Step-up, risk-based
- Omnichannel identity decisioning
Cross-channel monitoring



- Omnichannel consistent experience
- Password-less and multi-factor authentication (MFA) services
- Reduced manual operational overhead
Workflow automation
- Optimization and capacity planning
Detection sensitivity interface
- Continuous red-teaming and exploratory analysis
Attack simulator
- Faster and cost-effective solution deployment
No code orchestration

Unified identity and zero trust framework

Customer journey and interactions



Multi-channel integration: multi-device, developer-friendly APIs, * SDKs* and low code

Continuous detection and response: risk, trust, fraud, bots and behavior

Orchestration: omnichannel identity decisioning and workflows

Identity proofing: identity verification, data validation

User authentication: passkeys, password-less and MFA

Access management: user profiles, authorization, SSO*

Identity management: authentication, authorization, secret management

Identity and risk stacks



Observed business outcomes⁶

98% Reduction in bot and automated attacks	80% Reduction in new account operational costs	80% Reduction in identity takeover losses	50% Reduction in account opening dropout rates	99.7% Accuracy improvement in device biometrics
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SOURCE⁶ Transmit Security - RTFBB: Example Business Outcomes

*API - Application programming interface; SDK - Software development kit; SSO - Single sign-on



We can help

A successful identity and orchestration program is an ongoing, evolving journey to outsmart the fraudsters.

EY solution offerings

Seamless customer journey design and implementation

Build trust in each interaction through thoughtful application of friction where necessary based on risk analytics and trust-building design of customer journeys

Unified identity architecture

Optimize current vendor and home-grown technology systems managing identity to establish a unified framework with cross-system correlation, enabling a shift toward a zero trust identity architecture for enhanced fraud management

Integrated fraud prevention solutions

Enable secure customer interactions and self-service through preventative controls, leveraging next-gen identity-proofing technology with analytics, biometrics and consortium data

Dynamic risk-orchestrated fraud detection and smarter response

Strengthen fraud detection and optimize response with AI-driven analytics and orchestration, leveraging continuous monitoring and adaptive, risk-based authentication that adjusts to evolving threats

EY value proposition

Industry leader

Globally recognized and trusted service-providing collaborator with experience across fraud, know-your-customer, cyber and digital with identity as a cornerstone

AI initiatives

Strategic transformation leader providing advanced analytics capabilities and data solutions for rapid value creation, identification and realization

Alliance partnership

Reimagine and optimize business processes and functions by combining EY domain know-how with ecosystem collaborator technologies and solutions

Center of excellence

EY wavespace™ centers provide digital capabilities and deep business insights across Internet of Things, AI, user experience, data analytics and cybersecurity powered by EY Fabric technology platform

Global presence

With over 700 office locations in over 150 countries, we provide local knowledge with global experience, allowing us to strategize and provide exceptional service worldwide

Ernst & Young LLP core team



Robert Mara
Principal
robert.mara@ey.com
+1 212 773 1025



Aaron J Glover
Managing Director
aaron.j.glover@ey.com
+1 404 541 8467



David Dorleans
Senior Manager
david.dorleans@ey.com
+1 212 773 8819



Dinesh Kumar Reddy
Senior Manager
dinesh.kumar.reddy@ey.com
+1 224 436 0543



Prasraban Mukhopadhyay
Manager
prasraban.mukhopadhyay@ey.com
+1 860 328 6502

