

Announcing
2022 Winners



2022 IDENTITY PROTECTION SERVICE PROVIDER SCORECARD

FEBRUARY 2022

Javelin Advisory Services | Fraud Management

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OVERVIEW

This year, for the first time, Javelin Strategy & Research divided its Identity Protection Service Scorecard into two assessments—the traditional evaluation of those IDPS providers selling directly to consumers (B2C) and a separate rating for those providers focused on the business-to-business market (B2B). The B2B market is of increasing value, with consumers looking to financial institutions and financial services providers to offer IDPS services free of charge. The two spaces also have different products, requiring different evaluations.

The scorecard evaluates 17 vendors in total and measures offerings in 101 criteria across three categories: prevention, detection, and resolution. This year, Equifax emerged as Best in Class in the B2C space, and Allstate was named Best in Class in the B2B category.

PRIMARY QUESTIONS

- What IDPS features and functionality are the most valuable to consumers?
- Which providers most closely align with consumers' needs and desires, where IDPS is concerned?
- What features should more IDPS providers include or offer?
- Why is the B2B IDPS offering becoming an increasingly valuable channel to better reach and protect consumers?

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METHODOLOGY

The Javelin 2022 Identity Protection Service Scorecard measures the availability of 101 criteria across 17 service providers that sell their IDPS offerings direct to consumers (B2C) and direct to businesses (B2B). Javelin analysts weighed individual features based on those features' strategic value and tactical necessity. Analysts also considered consumer desires and industry trends, as they relate to how consumers prevent, detect, and remediate fraud. The overall scores for both types of offerings (B2C and B2B) were composites of the three categories Javelin weighed: prevention (45%), detection (35%), and resolution (20%). Javelin analysts evaluated features through accessing paid subscriptions to the companies, publicly available information, and validation of services by the IDPS providers themselves. Feature availability was determined between July 2021 and December 2021.

IDENTITY PROTECTION SERVICE PROVIDERS EVALUATED:

1. AllClear ID, provider of AllClear ID Pro (B2C)
2. Allstate, provider of Allstate Identity Protection (B2C and B2B)
3. Aura, provider of Aura Ultimate Family (B2C and B2B)
4. Credit Sesame, provider of Credit Sesame Platinum Protection (B2C)
5. Equifax, provider of ID Watchdog Premium and ID Watchdog Platinum Plus (B2C and B2B)
6. Experian, provider of IdentityWorks Premium and IDnotify (B2C and B2B)
7. FICO, provider of myFICO Premier (B2C)
8. Identity Defense, provider of Identity Defense Complete (B2C)
9. IDIQ, provider of IdentityIQ Secure Max (B2C)
10. IDShield, provider of IDShield (B2C)
11. IDX, formerly ID Experts, provider of IDX Privacy Complete (B2C and B2B)
12. Iris Global Identity & Cyber Protection, powered by Generali, provider of Iris OnWatch (B2B)
13. NortonLifelock, formerly Symantec, provider of Norton360 with LifeLock Ultimate Plus (B2C and B2B)
14. Sigma Loyalty Group, formerly Finastra, provider of ID Assist (B2C)
15. Sontiq, provider of IdentityForce UltraSecure+Credit and IdentityForce UltraSecure Premium Family (B2C and B2B)
16. Tenergy, formerly CXLoyalty, provider of PrivacyGuard - Total Protection (B2C)
17. TransUnion, provider of myTrueIdentity (B2C and B2B)

PREVENTING ID THEFT, RESOLVING FRAUD, REMEDIATING PROTECTION

If the past two years have taught us anything, it's that consumers have online and social media behaviors that are far too lax. It's a weakness that cybercriminals heavily exploited in 2020, as more consumers transitioned communication and purchasing primarily to digital channels. As Javelin's 2021 Identity Fraud Study noted, consumers experienced a massive uptick in fraud losses linked directly to scams primarily perpetuated through digital channels such as email, text, and social media platforms. Overall identity fraud losses reported by consumers in late 2020 totaled \$56 billion, with \$43 billion of those losses attributed to scams.

Consumers' behaviors put them at greater risk than ever before, making IDPS even more valuable, as consumers have a hard time detecting not only fraud but also identity theft. A comprehensive IDPS subscription notifies consumers when their personal information has been breached or exposed and alerts them to fraudulent new-account openings in their names, monitors the dark web for PII and other information—financial and non-financial—that's being sold on the black market, and tracks suspicious activity on social media. Financial services providers — typically banks/credit unions and credit card companies—are the first providers consumers turn to when they discover they've been victimized by ID fraud. Consumers trust their primary financial institutions, in particular, with their personal information more than any other organization with which they do business. It only makes sense that consumers would turn to a financial institution in the wake of identity theft and fraud.

2022 IDENTITY PROTECTION SERVICE PROVIDER SCORECARD AWARD

BEST IN CLASS - B2C

ID Watchdog Premium (Equifax)



2022 IDENTITY PROTECTION SERVICE PROVIDER SCORECARD AWARD

BEST IN CLASS - B2B

Allstate Identity Protection (Allstate)



Equifax won Best in Class in the B2C category, because of its prevention and resolution features, including educational materials and tools, a full suite of credit monitoring and credit-freezing services, including those for children, and a top-of-the-line fraud resolution tracker. Sontiq and NortonLifeLock are recognized as Leaders on the consumer scorecard.

Allstate attained the coveted Best in Class recognition in the B2B category with its comprehensive set of educational materials and tools and an extensive suite of alternative data sources to detect identity theft. Sontiq and Equifax are Leaders on the business scorecard.

ABOUT JAVELIN'S AWARDS PROGRAM

In conducting its market research, Javelin finds that certain providers rise to the top. Javelin recognizes organizations for their exceptional quality of product or client experience, ability to meet customer demand, and overall excellence. The 2022 Identity Protection Service Provider Scorecard awards are one of the many offered by Javelin Strategy & Research. Javelin's other scorecard awards include Online Banking awards, Mobile Banking awards, Digital Banking Platform Vendor awards, Canadian Digital Banking awards, Identity Proofing Platform awards, Trust in Banking awards, and Small-Business Digital Account Opening awards. To learn more, visit <https://www.javelinstrategy.com/content/javelins-awards>.

ABOUT JAVELIN

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