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Deduce Identity Network Wins “Product of the Year” from 2021 BIG Award for Business Awards

*Fraud prevention leader wins Product of the Year from the 2021
BIG Award for Business Awards for its revolutionary real-time
Identity Network*

NEW YORK, NY. Today, **Deduce** (www.Deduce.com), a global leader in fraud prevention and risk mitigation, announces that the Deduce Identity Network has received the **Business Intelligence Group’s BIG Award for Business**, winning Product of the Year for 2021.

The award shines a spotlight on Deduce’s powerful Identity Network as part of its commitment to serve as a crucial resource for businesses seeking to protect themselves from monetary and reputational losses while also helping to keep their users and communities safe. The Deduce Identity Network is its most powerful weapon—the largest, real-time identity graph across cyber risk and fraud in the U.S. today, with over 400M profiles and in excess of 1.2B daily activities generated by over 150,000 participating websites. .

“We’re delighted that the Deduce Identity Network has won Product of the Year from the Business Intelligence Group’s BIG Award for Business,” comments Deduce CEO **Ari Jacoby**. “Fraud losses totaled over \$16.9 Billion last year and identity fraud has grown by 67% since the start of the global pandemic. But using the Deduce Identity Network, we’re on a mission to help prevent consumer-facing Account Takeover (ATO) and registration fraud in real time, with one of the most diverse identity data networks in the world. Winning this award is an honor, as well as a welcome reminder that we are finding success in that mission.”

“We are so proud to reward Deduce for their outstanding 2021 leadership and achievements,” says Maria Jimenez, chief nomination officer of the Business Intelligence Group. “This year’s group of winners is clearly leading by example in the global business community.”

About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other industry award programs, business executives—those with experience and knowledge—judge the programs. The organization’s proprietary and unique scoring system selectively





measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers.

About Deduce

Dedicated to democratizing risk and fraud technologies, Deduce prevents consumer-facing Account Takeover (ATO) and registration fraud via the constantly growing Deduce Identity Network—the largest real-time identity graph across cyber risk and fraud in the U.S. today with over 400M profiles and in excess of 1.2B daily activities. The Identity Insights and seamlessly integrated Customer Alerts products are both accessible via a developer-friendly deployment model. Honors and awards include 2021 Fortress Cyber Security, Global InfoSec, and silver Edison Awards, as well as spotlights from Fast Company, Artificial Intelligence Excellence, and more. To learn more, please visit [Deduce.com](https://deduce.com).

For more information on Deduce, or to interview Ari Jacoby about this or other recent awards for the company, please contact **Angela Mitchell**, at (904) 982-8043 or angela@deduce.com.

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