



**PRESS  
RELEASE**

## Horizontech, Inc. releases new Fraud and Identity Management Solution NameVerify™ for Mitigating Risk with Personal Information and Finding Lost Customers

**New Solution helps customers verify personal and business identity data, allowing for informed decisions on risk, workflow and resolution**

DANVILLE, Virginia, December 13, 2018 – Horizontech, Inc. (HTI), a Global information technology solutions company, today announced the official release of a new risk solution associated with its Software as a Service (SaaS) RMSLink™, for automatically locating lost customers from undeliverable mail.

“One of the biggest challenges for businesses that obtain updated contact information on their business and consumer customers is how to validate the accuracy of the update.” stated Bob Hedstrom, Director – Sales, Marketing and Product Development. “No database is perfect, as they contain errors; especially with name variations, aliases, miss-spellings, changes, and fraud.”

NameVerify™ is configurable by customer, and provides options for the level of risk and specific validation workflow actions customers choose to implement for controlling the review of their updated information. The Software is engineered to scan across search results from the data it receives from thousands of public and proprietary databases and providers. The Software makes decisions and will allow a consumer or business record to pass or fail based on hundreds of complex algorithms. While RMSLink™ results along with HTI’s FraudLink™ solution have been recognized as very compliance friendly, we have further mitigated potential risk by automating the search process, and now, the post validation process on name and address data. This automation insures that compliance requirements on all processing is following appropriate risk guidelines as defined by management.

Bob Hedstrom continues, “We’ve taken the guesswork out of risk, and fully automated name verification across thousands of corresponding databases. The solution is workflow customizable and configurable, and lets our customers exercise control based on their individual levels of risk tolerance. Every consumer or business can now have a different workflow outcome based on HTI risk indicators and customer compliance. HTI uses Robotic Process Automation (RPA) to eliminate manual tasks associated with deciding when and how to resolve an individual account.”

A growing year over year issue, 4% of all First Class mail is undeliverable as addressed, with a high percent of these related to unreported moves and lost customers. The impact to the U.S. economy is \$65 Billion dollars annually. HTI helps companies automatically resolve their lost customer issue, which includes making timely payments and updates for healthcare providers and payers, auto and consumer lenders, banks, telecommunications and many other key industries.

The Solution can work on its own, or be combined and fully integrated with HTI’s DOB and SSN risk solutions. “We launched our DOB and SSN solution in Healthcare in 2017 because of PHI, HIPAA and Privacy. This solution now adds an additional level of security around privacy for consumers and businesses and is



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configurable to how an individual customer views risk,” stated Hedstrom. “Customers now receive a high address update rate, with sophisticated risk processing, all while lowering the chance of mis-matches on non-validated name and address data. We continue to drive a very unique answer to this issue, and have the only Platform and Software of its kind in the U.S.”

Enabled by HTI’s proprietary XperTran© platform, Returned Mail Solutions (RMS) provides a turnkey, rapid response post-mail Managed Service that automates the receipt, management, customer resolution and reconnection associated with lost customers due to undeliverable mail, incorrect addresses and phone numbers.

### About Horizontech, Inc.

Horizontech is a Global information technology organization. HTI provides a custom, rapidly deployed, configurable Platform as a Service (PaaS). The PaaS is a solution that fully automates mission critical business processes for paper and digital assets. The platform enabled for return mail (RMS) provides an end-to-end audit trail and archive on 100% of lost customers and returned documents, from receipt to resolution and host(s) update; includes real-time tracking, analysis, statistics and customized reporting. RMS is the most comprehensive platform for return mail in the U.S.

For more information, visit Horizontech at [www.horizontech.com](http://www.horizontech.com)

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