

Enterprise Fraud Protection

Fraud impacts all parts of your company. With painful financial losses and traumatic experiences for victims, additional services and processes must be maintained to prevent fraud. The lack of understanding of fraud creates inefficiencies within your business that put a strain on everyone. It is time to re-shape the way you and your organization think about and combat fraud.

Holistic Overview of Fraud

Fraud controls are built up over time across ever-changing industry innovation and regulation; knowing where and how to update those controls is complicated and exhausting. Our approach is flexible and allows for AyasdiAI's Sensa™ application to either sit alongside or replace existing controls.

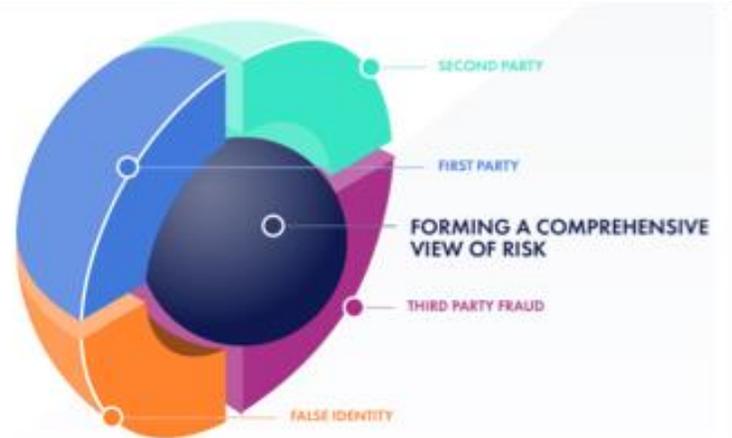
Refine your existing strategies across all fraud systems and data streams using Ayasdi's Sensa™ console :

- **Strategy Optimization:** Tune existing rules, models and data using explainable AI
- **New Strategy Insights:** Dynamically create optimized new controls based on existing data and scoring to target gaps in your risk assessment processes.

We recognize that every organization is unique, and a “one size fits all” approach does not work. So instead, AyasdiAI's Sensa™ allows your fraud and broader financial crime risk appetite to be understood, controlled, and evolve based on your business and the challenges that criminals throw at it.

Strategy Optimization

Fraud strategy and analytics teams need clear insights driven by explainable AI – allowing quick tweaks, such as refining an amount threshold on a rule and wholesale business decisions to be made efficiently and consistently. In addition, legacy rules and processes serve a purpose but need to be assessed over time for efficiency and effectiveness, giving fraud teams the most up-to-date controls and results.



New Strategy Insights

Fraudsters and criminal gangs evolve their behaviors – systematically testing and refining new approaches. Unfortunately, their evolution results in growing inefficiency on the bank's side as static systems become less and less effective, but they do not become any less expensive.

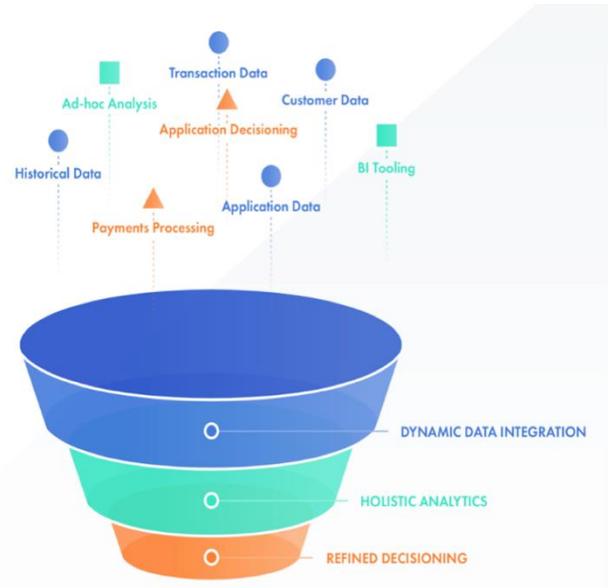
Executives can fail to realize that changes to business processes, products, regulations, acquisitions, and source data can undermine the work performed in strategy optimization every day. Discovering anomalies, navigating networks, or triggering a rule threshold can still fail to uncover all the crime you may be held responsible for.

Because Sensa™ analyses customer activities, logins, transactions, applications, and more as they occur, it automatically captures customers' unique behavior and alerts against changes in behavior over time as well as detecting new patterns of potential risk for your business.

Proactive Controls

The Sensa™ advanced investigations interface is built to surface detailed customer insights utilizing our proactive analytics. Deep dive investigations are an essential part of any fraud operations – however, this can be profoundly manual and time-consuming; our platform transforms how this can happen.

- **Find suspects within fraud rings quickly:** Networks of connected individuals, businesses, and third parties are presented based on risk
- **Proactively spot new fraud patterns:** pre-aggregated summary information to spot patterns in large volumes of information are automatically generated
- **Fits easily into existing ways of working:** Direct integration with enterprise case management or stand-alone investigator capabilities allows for efficient and flexible use



Human understandable AI insights are presented in a way that your entire organization can benefit from. This ensures your strategy, analytics, and investigation teams and processes evolve in step with your organization.

Value of this Approach

Bring your fraud protection strategy out of the past and into the AI-led future for the most up-to-date operations and industry-leading results.

<p>1. Increased Risk Detection</p>			<p>Reduce fraud losses</p>
<p>2. Speed to Risk Detection</p>			<p>Proactive control of fraud attacks</p>
<p>3. Reduction of False Positives</p>			<p>Save time and reduce costs</p>

The impact is transformative and leads to reduced fraud losses, criminal activity uncovered months earlier, and material time and operations cost savings.

Our approach will help combat fraud across Retail, SME, and Corporate Business lines from applications to ongoing monitoring across all channels; Online, Mobile, Telephony, and Branch.

Talk to our team of experts to guide you through the journey of frictionless fraud protection to provide your customers and employees with a safe and secure experience.