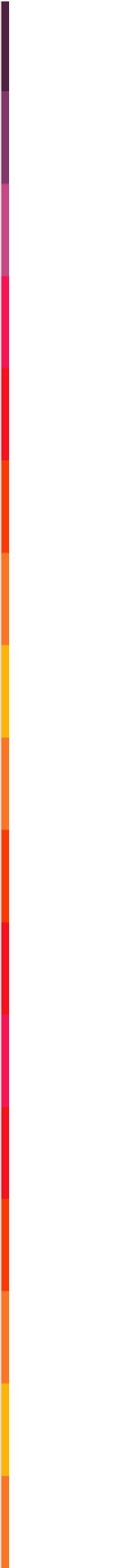


The Changing Fraud Landscape Innovating with Machine Learning to Enhance Fraud Prevention

16th May 2018

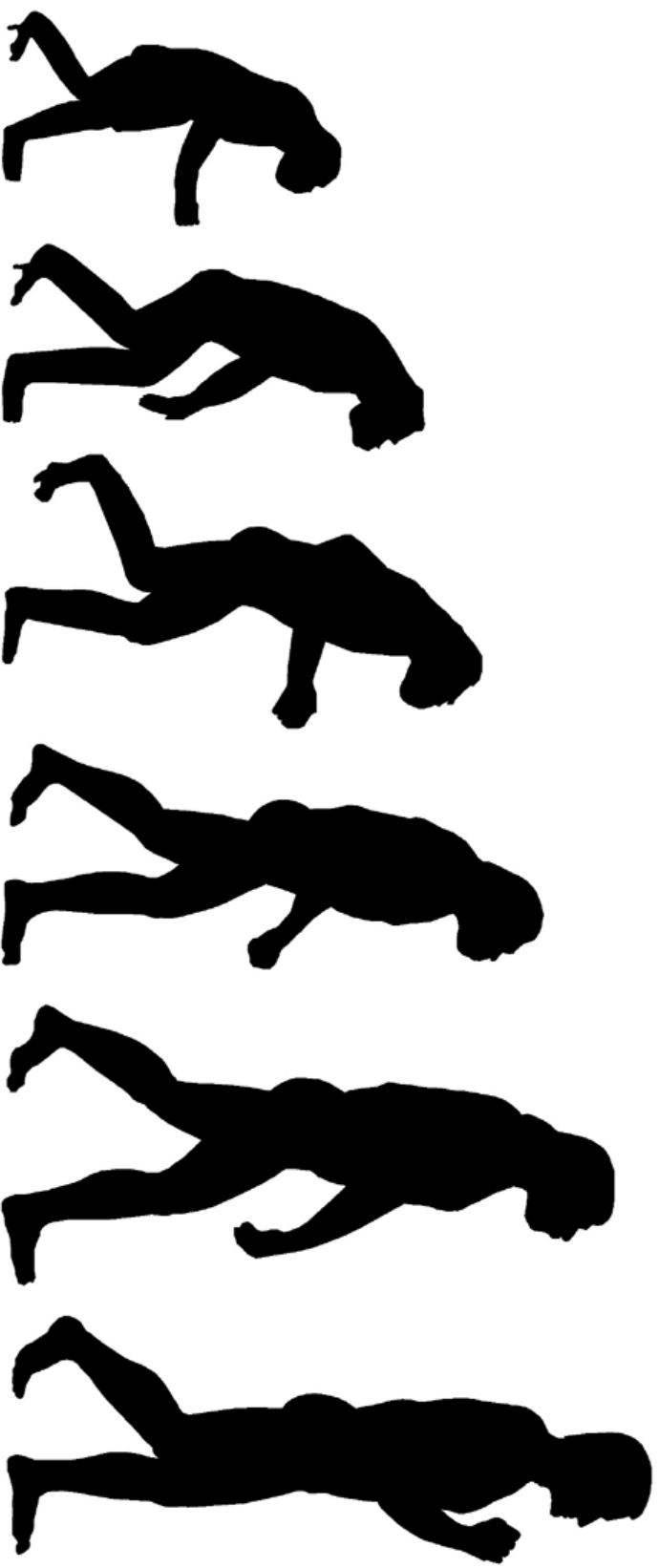
**FEATURE
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What is
Machine Learning?

Machine Learning | Where are we?

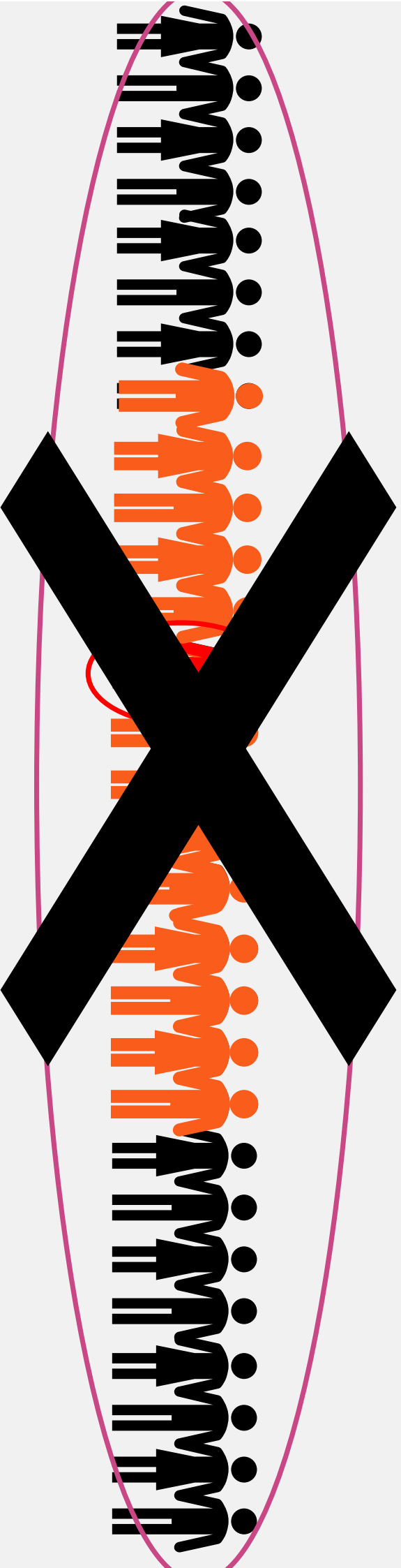


A Different **Approach**

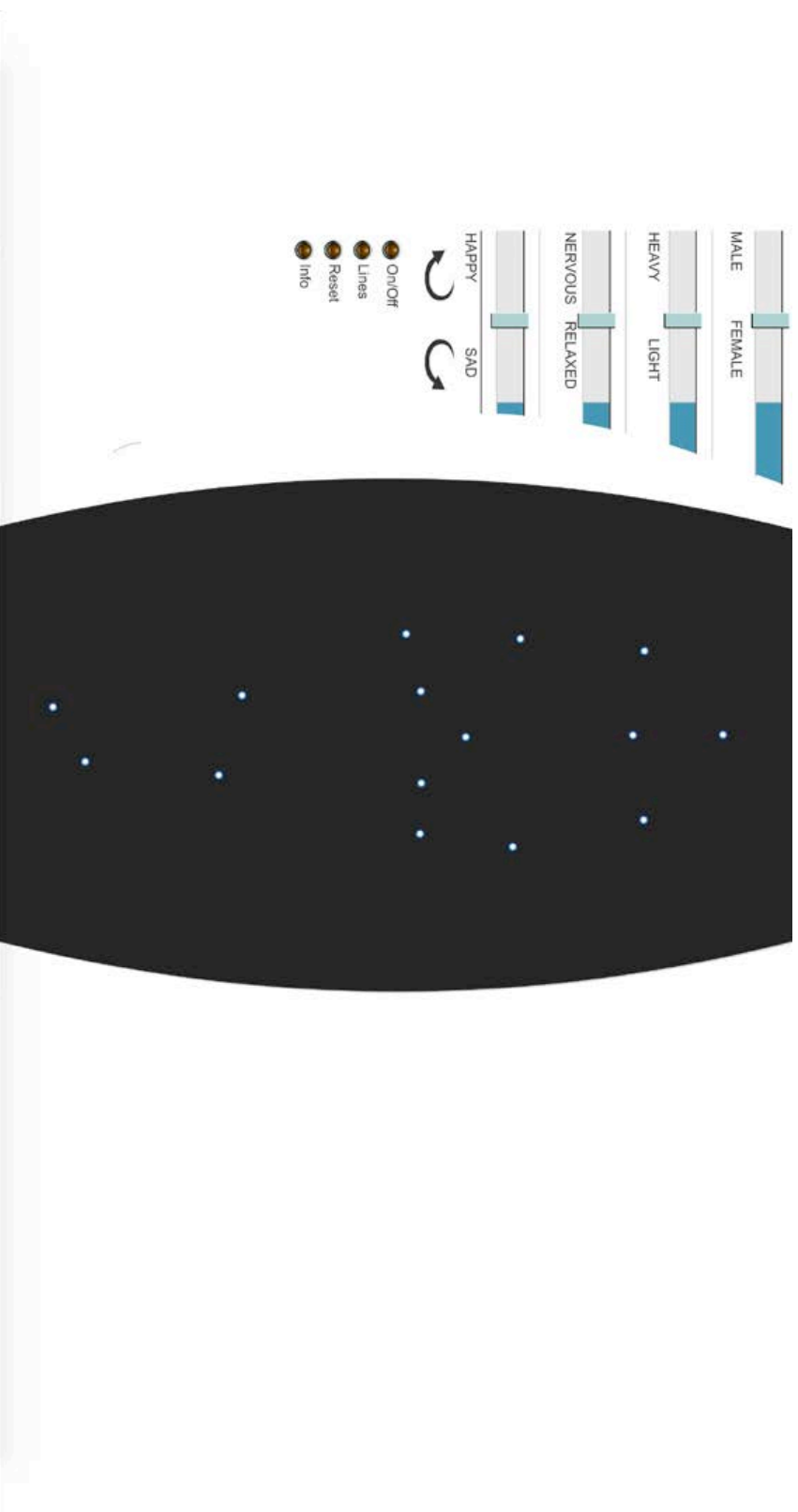
Ultimately companies want to **protect their customers**

so they build models around **known fraud behavior to spot fraudsters**

but in the process they **stop genuine customers**



A Different Approach

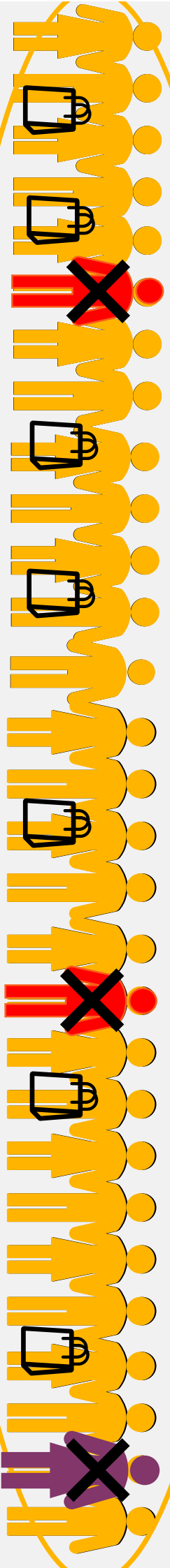


With this approach we can model “normal” behavior of everyone

...this way the **bad behavior** stands out like a **sore thumb**

Even stopping criminals when they use **new, unknown methods**

Reducing the number of genuine customers inconvenienced



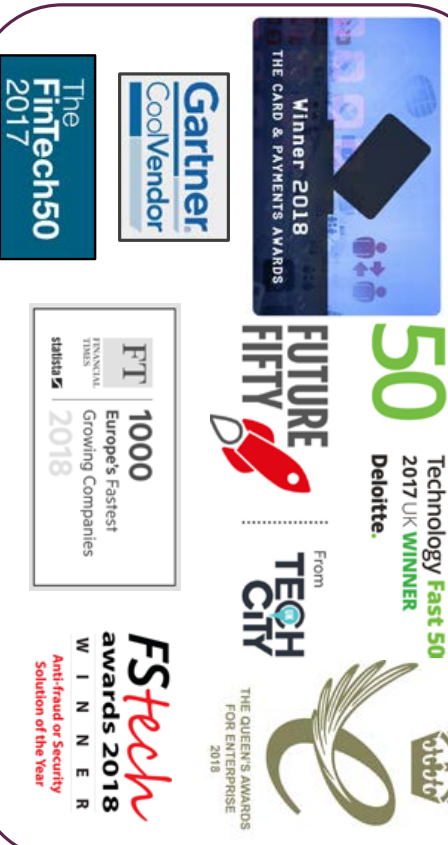
Who are Featurespace?

Introduction to Featurespace

Company

- > Featurespace's ARIC™ technology was developed at the world-class Department of Engineering at **Cambridge University**
- > Featurespace's ARIC™ technology uses **machine learning** to build individual behavioural profiles using **real-time data**
- > A world leader in **Adaptive Behavioural Analytics**, a method of detecting fraud based on understanding a person's behaviour
- > Featurespace has been delivering analytical profiling engines since **2005**, and has deployed the ARIC™ Fraud Hub to businesses providing products & services in **over 180 countries**
- > **100%** customer retention to date | **100%** of deployments to date have been delivered on-time and on-budget

Awards



Clients



Thank you.

Get in touch

- > Matt.Mills@featurespace.com
- > www.featurespace.com



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