

Fractals at First Rate

Alaric Systems

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**first rate
needed**

**flexible, fast, open
fraud and risk
prevention**

- **Drive down** rejection rates

- **Take control** of their strategic decisions

- Protection for **today** and **tomorrow**

Fractals Framework

- No two customers are exactly alike
- First Rate had a very specific set of requirements
- The Framework is designed to provide the tools to meet any solution
- Alaric and First Rate worked *together* to ensure the solution met these needs
- Continue to work together to advance the product

a black box shines no light



Open Data

- Black Box approach is no longer acceptable
- Effective countermeasures demand transparency
- All data is available for use
 - Rules and Analytics
 - Transparent control of parameters
- First Rate has complete control over how they implement their strategies and countermeasures

best of both worlds



Rules & Analytics

- A layered approach is the key to success
- Rules - fast reaction to immediate threats
- Analytics - solid foundation for hard to spot risks
- Self Learning Strategies adapt to fraud as its identified
- First Rate can tailor its strategy to meet the needs of the business

negatives and positives

False Positive Control

- Two sides to any strategy:
 - Negative patterns identify fraud
 - Positive patterns control False Positive
- False Positive control is the key to customer experience
- Manage customer experience using:
 - Whitelists
 - Legitimate behaviour patterns
 - Customer history profiles
- Reduction in staff workload allows focus and cross-training



Fraud Integration Hub

- Connect to any 3rd party specialist
- Control entire strategy from one platform



Real Time Analytics

- Run self-adapting analytics
- Real Time decisions and responses



New Channels

- Quickly deploy the solution for new channels
- Risk Protection from Go-Live

Thank you!