

THE FUTURE

of investigations and fraud risk management

Fraudsters proliferate and constantly adapt to more sophisticated controls and monitoring. But combining artificial intelligence (AI), machine learning, and statistical concepts of cognitive analytics with skilled forensic investigation of fraudster motives and methods will allow you to better identify, investigate and thwart attacks.

Factors Impeding Fraud Controls



Reliance on rules-based testing
Can miss sophisticated schemes



Information silos
Can provide an incomplete picture



Unstructured data
Difficult to access, integrate and analyze



Organizations can't always compete with fraudsters
Reliance on manual processes and ad-hoc data analysis coupled with lack of resources and skills

Solution: Cognitive, Analytics-driven Approach

Allows data to tell the story and guides investigators where to look for problems, instead of relying purely on experience and knowledge



Machines do not miss a trend that can often get overlooked by tired pair of eyes and allows for writing of smarter rules to identify outliers and learn why they deviate from the norm

Key Dimensions of an Analytics-driven Fraud Investigation



Analytics maturity
Including tools employed, frequency of analysis and whether it is conducted in silos or in an integrated, enterprise-wide manner

Functions such as marketing, customer experience management, and supply chain, could be valuable resources in spinning up analytics capabilities



Integrated data marts
Including structured and unstructured data from internal and external sources into risk models



Risk-scoring of the entity rather than the transaction
Which places risks at the individual or entity level and provides a fuller picture than analysis conducted on a test-by-test basis

Transactions don't commit fraud - employees, vendors, customers, and others do.



Application of predictive tools



Advanced analytics techniques
Such as machine learning and cognitive computing, enable the study of transactions associated with bad actors

By employing **advanced analytics approaches** in combination with **field-proven forensic techniques**, organizations can better **detect, isolate, and deter fraud attacks**, with potentially significant positive impact on an organization's performance and productivity.

Lets talk

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