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Creating Digital Trust & Detecting Risk

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RISK
OPS

Global Customers Trust Feedzai

+900M
Consumers protected **Worldwide**

45%
of all **US** debit and credit card **transactions processed**

55%
of Canada's population with account access **protected**

2/5
of the **Largest Latin American** cross-border payment providers

45%
of UK's population with account access **protected**

Agenda

- Updates on the Fraud & Risk Landscape
- What is Digital Trust Data
- How Digital Trust Improves Fraud & Risk Decisions Throughout the User Lifecycle
- Key Takeaways

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Key Challenges

1. How to make the customer and their data central to fraud decisions?

2. How do banks handle regulatory changes & new emerging threats such as Gen-AI?

3. How do banks explore new capabilities but also maximise the use of current tech?

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Customer Centricity

Data Is Pivotal For The Best Risk Management Practices

Real-time Payments
e.g., web, mobile

Non-Monetary Events
e.g., login attempts, pwd resets, profile changes

Digital Enrichment
e.g. device & behaviour

Reference Customer Data
e.g., customer, age, tenure

Card Transactions
e.g., PoS, CNP, 3DS connectivity

Shared Intra-bank Data
e.g., industry threat intel

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Proactive Risk Management

Digital Trust

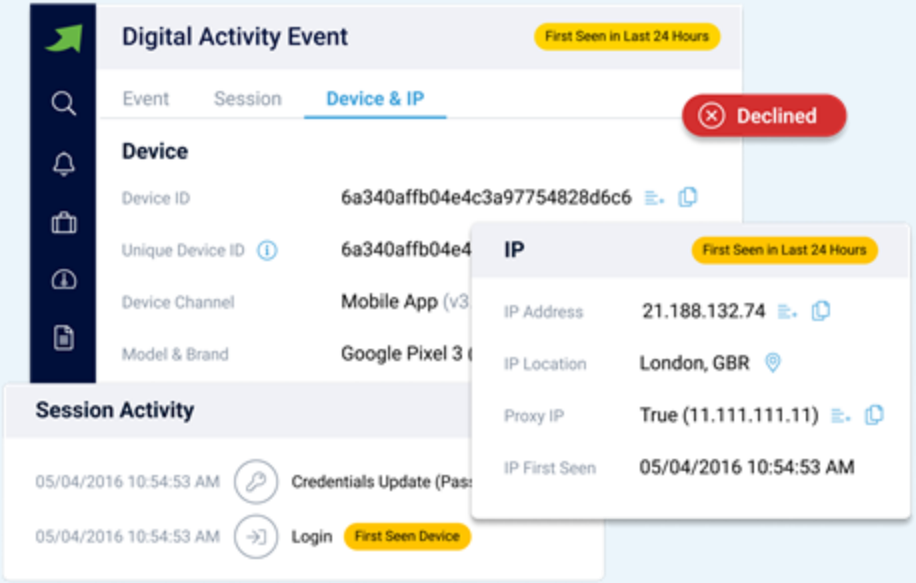
Behavioral Biometrics
Analyze keystrokes, mouse movements, gestures, and more to understand how each user interacts with your banking application.

Device Intelligence
Capture data about the device being used, such as the device model, operating system, screen resolution and more to identify anomalies.

Malware Patterns
Detect and block known and zero day malware, like remote access trojans, as well as bot patterns.

Location Analysis
Use multiple location points to create location anomaly and location spoofing detection opportunities.

Fully Channel Supported
Collect thousands of data parameters to establish a user's Digital footprint via JS for web banking and an SDK for mobile banking apps.



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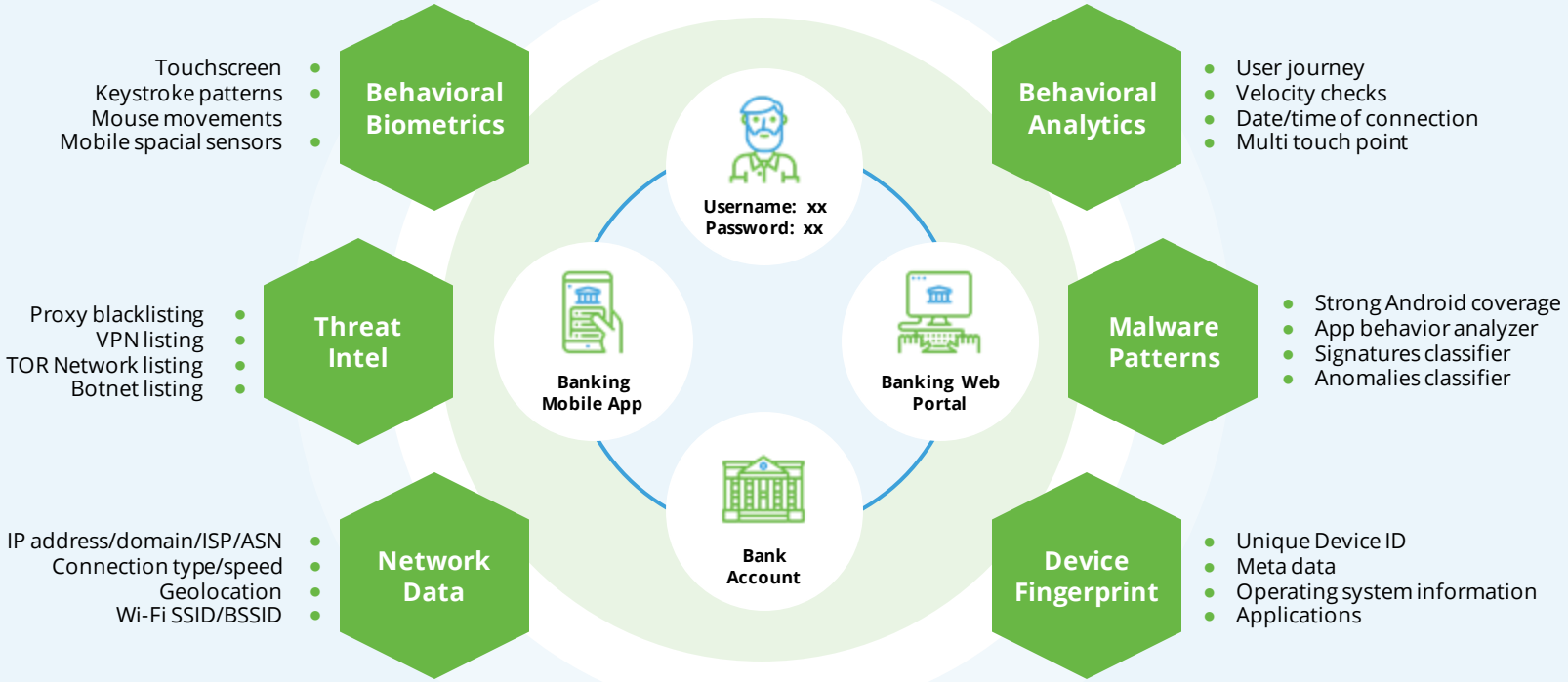
Digital Trust

Deeper Dive Into The Data



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Digital Trust

Data Is Only The First Part, It Must Be Utilised Correctly

Collect

Devices

Biometric Data

SDK

WEB

JS

Enriched Data

Reveal

Per User full context & lifetime analysis

AI to fight AI

- Per User Models
- Population Models
- Fraudster Models

Fraud

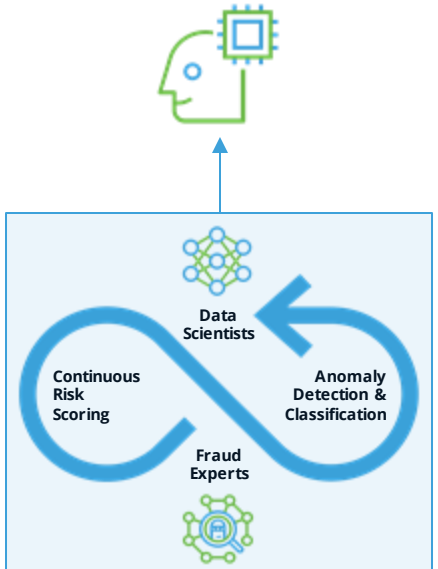
- Detection & Response Engines

ATO

Malware

New Accounts

RAT Scam



Respond

Console

Active Defense

- Malware Blocker
- Phishing Blocker
- mRAT Blocker
- Auto Logoff

Hunter

- Mule Disruption
- Hunting Services

Fraud Analysts

API Integrations & Data Augmentation

- Fraud Hub / Txn Monitor
- SIEM / Log Management
- ID Management

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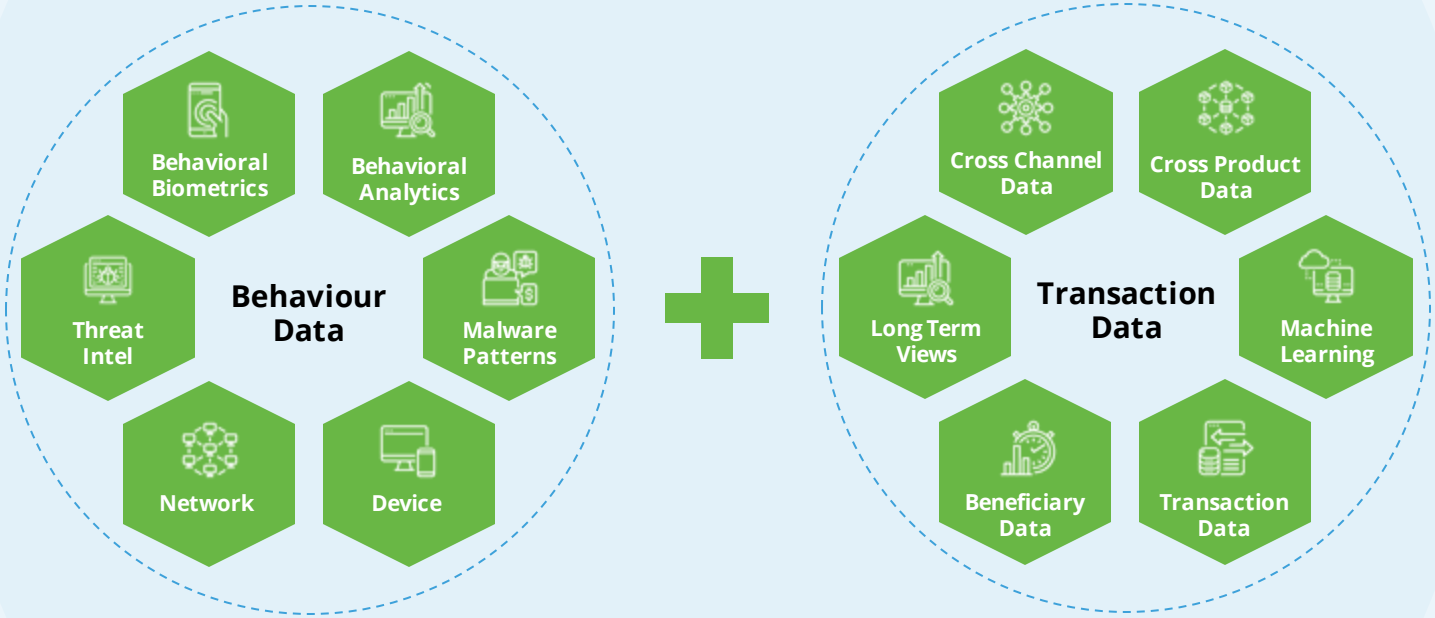
Increased Data = Increased Opportunity

Prevent AND Detect Fraud



Create a 360 View of Digital Risk

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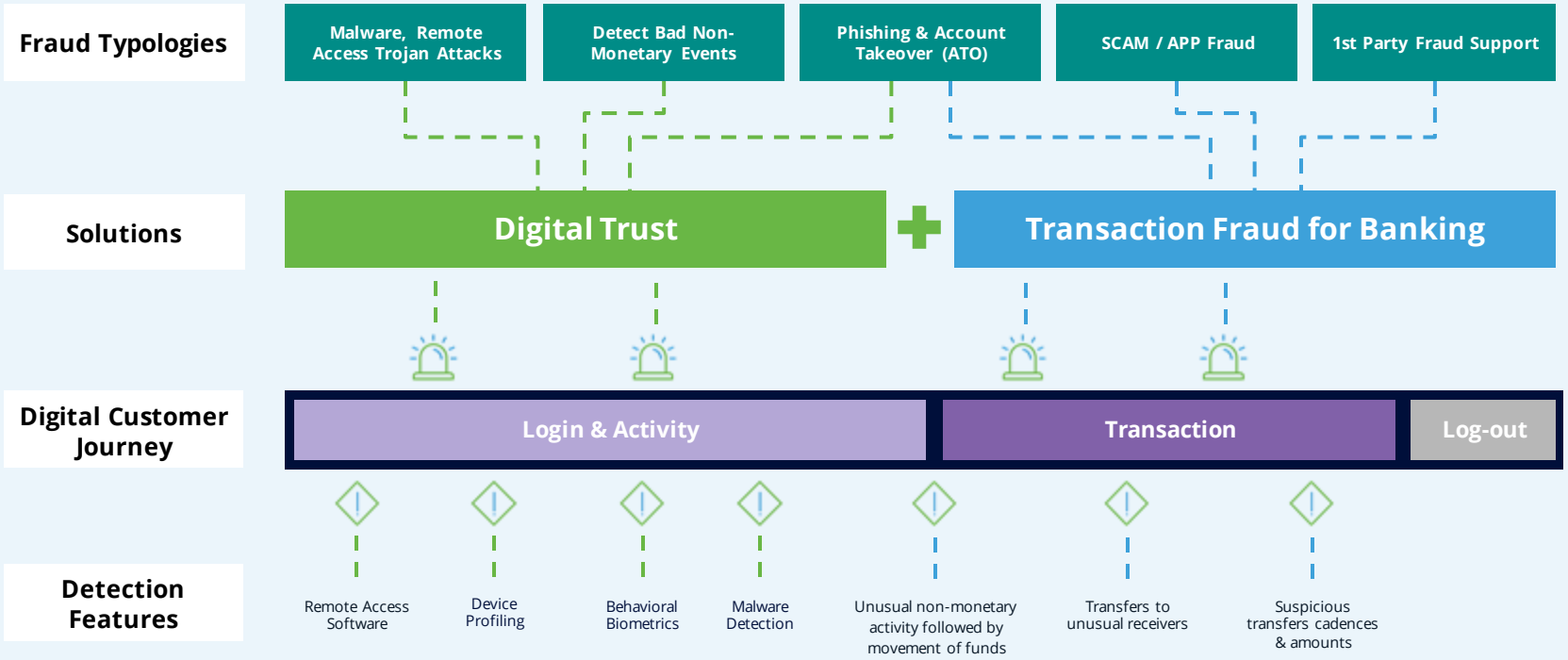
Go From Prevention to Detection

Maximise Opportunity Across The Full Risk Lifecycle



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Results Speak For Themselves

Build Trust, Reduce Risk

Lower Friction Levels & Reduce Customer Inconvenience

- Aggregate enriched data into one place for best results
- Establish trust for a high % of the user base

Transaction Decisions Only

Transactions with Digital Trust Enrichers

30% fewer false positives

= same fraud detection value

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Customer Story

RBI boosts fraud detection by 37% with Feedzai Digital Trust

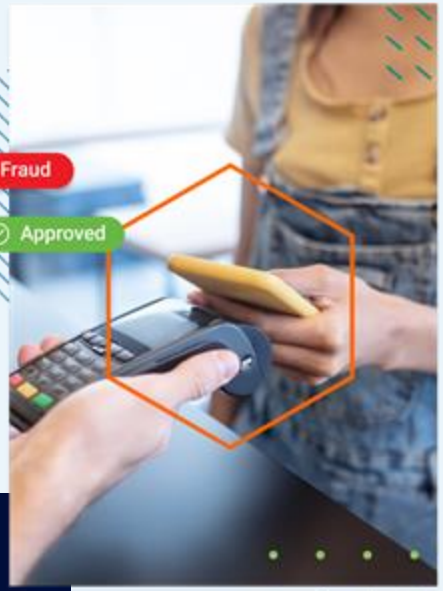
Raiffeisen Bank International

Problem

- Initial rollout was of Feedzai Transaction Fraud for Banking to comply with PSD2 regulations.
- Subsequent need to provide a better customer experience by preventing fraud earlier.
- Needed a centralized approach for all subsidiaries, enriching payment data with device and behavior data points.
- Keep maintenance costs lows with easy-to-tune thresholds, and a friendly interface.

Solution

- Feedzai's Digital Trust complemented payment information in real-time with network intelligence and behavioral biometrics for a more comprehensive view of client behavior.
- Digital Trust hybrid AI brought efficiency when compared to rules-only systems.
- On top of TFB, Digital Trust further boosted fraud detection by 37% for subsidiary banks.



*"**The products we are** combining and **delivering** to our subsidiary banks **are reflected in the fraud numbers** and what they are actually detecting."*

Product Owner of RBI Group Fraud Transaction Monitoring

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Key Takeaways

1. Complete the full customer risk and trust view with enriched digital signals

2. Leverage digital signals not at a single point in time, but throughout the lifecycle

3. Increase the opportunity to detect multiple fraud types with the same data points

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Thank you!

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