

# Outsmart Tech-Savvy Fraudsters with Contextual Decisioning

Digital fraud—and the cost and complexity of managing it—is skyrocketing. To reduce losses and protect customers, financial services must stay one step ahead of fraudsters.

## Digital fraud landscape at-a-glance

91%

Increase in number of scams in 2020<sup>1</sup>

5%

Of all digital traffic is an account takeover attack<sup>2</sup>

\$206 BILLION

In online fraud losses is predicted for 2021-2025<sup>3</sup>



## Challenges with current fraud solutions

- Limited biometric capabilities
- You don't own your data
- Don't move fast enough

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## Key capabilities of a future-forward fraud solution

More data isn't the answer. More data in context is.

- ✓ Combine transactions and interactions
- ✓ Match identities to detect customers
- ✓ Enable hyper-personalization with millions of models
- ✓ Act in real time to drive intervention
- ✓ Continuously learn and evolve

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## Steps to switch from fraud detection to fraud prevention



### Listen

by building a contextual view of each transaction



### Understand

the fraud risk signaled by the customer behavior



### Decide

if an intervention is needed and if so, how severe



### Act

by delivering the intervention or transaction approval in real time

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## Fraud prevention results achieved with more data in context

Customer:

**Global Top 5 Bank**

250,000 unique customer journeys analyzed an hour at peak times

70% cases of fraud are now detectable and preventable

\$100 million in preventable fraud detected

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## Industry leaders dedicated to your success

**celebrus** • FRAUD DATA PLATFORM

**teradata.**

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## Great solution: Deploy fraud prevention at scale with Celebrus and Teradata

Get the power, scalability, and enterprise analytics you need to enable fraud prevention from start to scale. With Celebrus and Teradata, your organization can finally stay several steps ahead of tech-savvy fraudsters, reduce fraud losses, and cut the cost of managing fraud—while also improving the customer experience.

Learn more at [teradata.com](https://teradata.com)

<sup>1</sup> Scam Advisor, "The Global State of Scams 2021"

<sup>2</sup> Arkose Labs, "How Cybercriminals Hack into a Digital Account in a Few Easy Steps"

<sup>3</sup> Juniper Research, "Online Payment Fraud Losses to Exceed \$206 Billion Over the Next Five Years; Driven by Identity Fraud"