SOLUTION IN ACTION

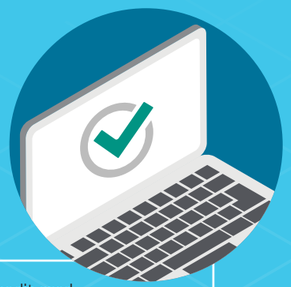
One Step Ahead: Prepare for the Future of Fraud Detection Today

Monitoring millions of financial transactions to discover fraudulent behavior is no easy task for financial services firms. One misstep can lead to major financial and reputational loss. Now, HPC-driven artificial intelligence (AI) is helping financial services firms boost fraud protection to an advanced level to stop fraudsters in their tracks. AI technology does the thinking and decision-making faster and more efficiently, while automatically calibrating to new potential (or real) security threats.

▸ **Explore this AI in action example of credit card fraud detection.** Learn how AI technology can help your financial services firm harness data, machine learning and supercomputing to end fraud.

ONE TRANSACTION IN A MILLION: A TALE OF FRAUD DETECTION

On their way to Maui, **a couple makes a credit card purchase** during their layover in Los Angeles.



The credit card issuer is **utilizing an HPC-driven AI solution to analyze the purchase.** In nanoseconds, they approve the purchase based on data about the travelers' itinerary.

Soon, **a gas purchase made in Ohio triggers a fraud alert** because the purchase was out of the travelers' known pattern. A **text to the couple in real time confirms this is not their purchase** and a criminal is quickly stopped.

FRAUD DETECTION BEGINS AT THE INTERSECTION OF DATA AND MACHINE LEARNING

To stop this crime, the financial services firm **accessed the vast reservoirs of customer data** pulled from diverse sources such as phone devices, IP addresses, in-person and online buying behavior, credit card preferences, geospatial locations, web analytics and a multitude of other sources.

The data was transformed into a common format to enable the "brains" behind the process, the analytics and machine learning applications.

The **AI tool parsed the travelers' personalized data and behaviors, learned from it**, made a decision — this was potential fraud — then the financial firm took action, reaching out to the travelers for confirmation.

BEHIND THE SCENES

AI for fraud detection is driven by powerful technology for speed and efficiency. **Parallel storage** provides the robust, secure storage needed to manage the large amounts of data required for machine learning and analysis. **High-powered servers** drive the process and analysis of large volumes of data quickly and easily. **Low-latency networks** accelerate, streamline and manage intense network traffic. GPU processors help to accelerate processing and calculation, and reduced latency and lower power consumption bring cost savings.

Design an HPC-supported AI for fraud detection solution that combines deep thinking and machine learning with powerful supercomputing to protect your organization from fraud. From designing a solution to helping you select the right servers, storage, processors and analytics software, CDW can help you orchestrate AI solutions that prevent major financial losses in a cost-effective way.

Call 800.706.4239 to set up a consultation with an AI expert or visit CDW.com/finance for more information.

Check out an HPC AI Fraud and Anti-Money Laundering Solution in action! CDW's cutting-edge new FSI Solutions Lab demonstrates real financial services environments and scenarios, including fraud and anti-money laundering. **Read this white paper to learn more.**

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