
FEATURE
SPACE
OUTSMART RISK

“Featurespace’s AI has become a **silent sentinel** at the **heart** of the **online banking, e-commerce** and **insurance** industries... **changing** the way fraud is detected online.”

Paul Marks, BBC Future

BBC FUTURE

Atlanta





30 YEARS OF RESEARCH

Prof. Bill Fitzgerald and David Excell
Inventors of Adaptive Behavioral Analytics

Cambridge

FOUNDED-2008

London

A NEW WAY TO FIGHT FRAUD

Featurespace's world leading **Adaptive Behavioral Analytics** focuses on understanding customer behavior at a granular level – so fraudulent behaviour stands out

Working with

17 major banks globally

including 4 of the 5

leading banks in the U.K.

120 MILLION

consumers protected from fraud

worldpay IATA Contis

gohenry TSYS SM William HILL

betfair Clear.Bank

MIT MERCADOTECNIA IDEAS Y TECNOLOGÍA

Danske Bank



BEST ANTI-FRAUD DEVELOPMENT

Capital One U.K.'s use of TSYS Foresight Score℠ with Featurespace named 'Best Security or Anti-Fraud Development' at The Cards & Payments Awards 2018

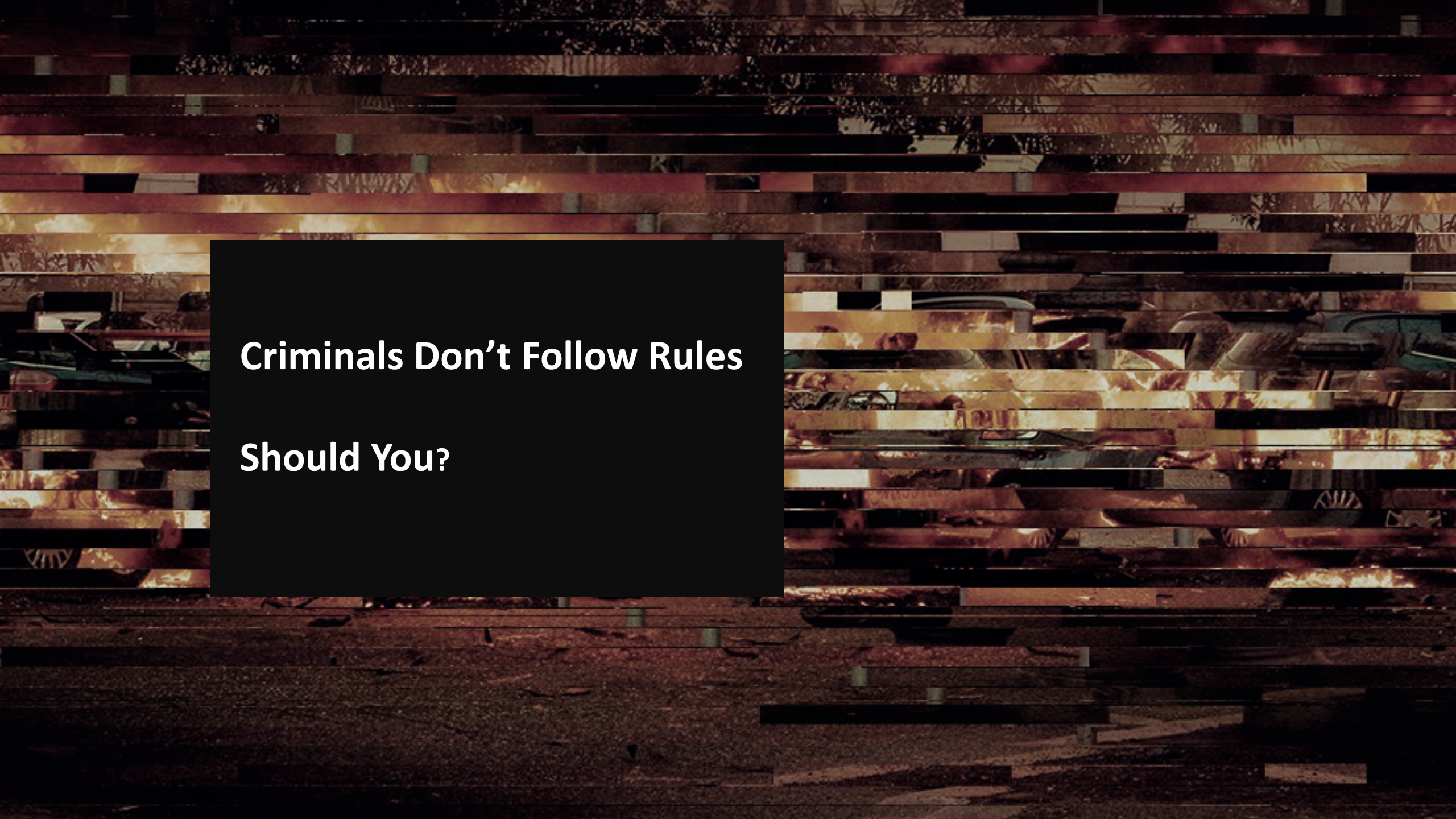
Best performing models in all areas of fraud having **won every PoC wehave entered (12 in 2018)**

LATEST AWARDS

FUTURE FIFTY
From TECH CITY
TAG FinTech ADVANCE AWARDS
2018 STEVIE GOLD WINNER AMERICAN BUSINESS AWARDS
THE QUEEN'S AWARDS FOR ENTERPRISE 2018
FT 1000 Europe's Fastest Growing Companies 2018
FStech awards 2018 WINNER Anti-fraud or Security Solution of the Year
TCPA 2018 BEST SECURITY OR ANTI-FRAUD DEVELOPMENT Category Winner
50 Technology Fast 50 2017 UK WINNER Deloitte.
50 Technology Fast 50 2016 UK WINNER Deloitte.
THE SUNDAY TIMES TECH TRACK 100 2018
The Card & Payments Awards 2019 CATEGORY WINNER Industry Achievement Award
FStech awards 2019 WINNER Anti-fraud or Security Solution of the Year
Cambridge SCIENCE & TECHNOLOGY AWARDS WINNER 2018
The FinTech50 2018
CogX Best Innovation in Predictive Analytics award

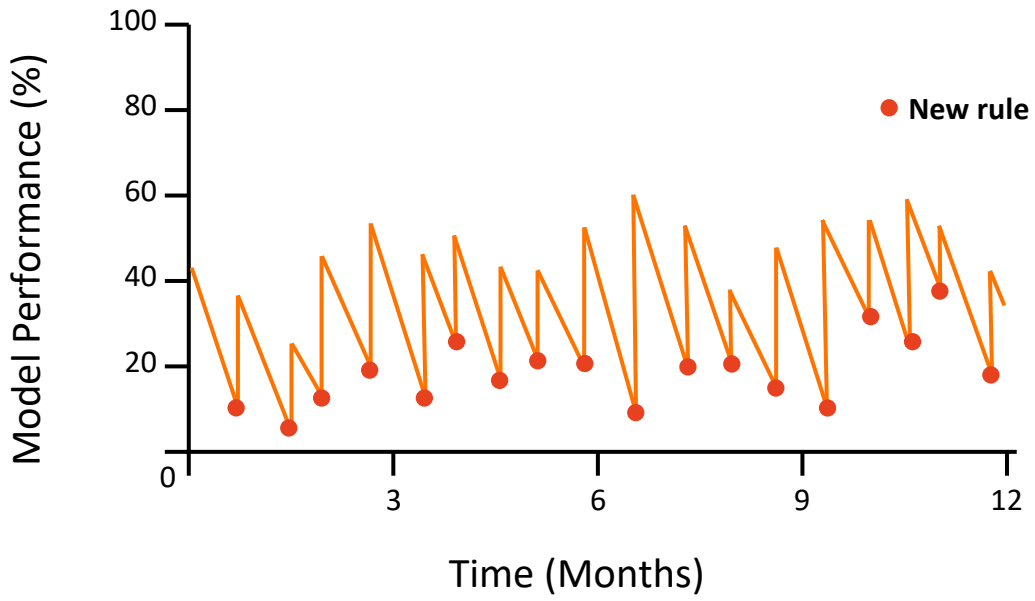
OVER 50 BILLION

events processed per year


Criminals Don’t Follow Rules
Should You?

ARIC Fraud Hub | **Rules-Based Fraud Prevention**

The main fraud prevention solutions available today show significant differences regarding their performance.

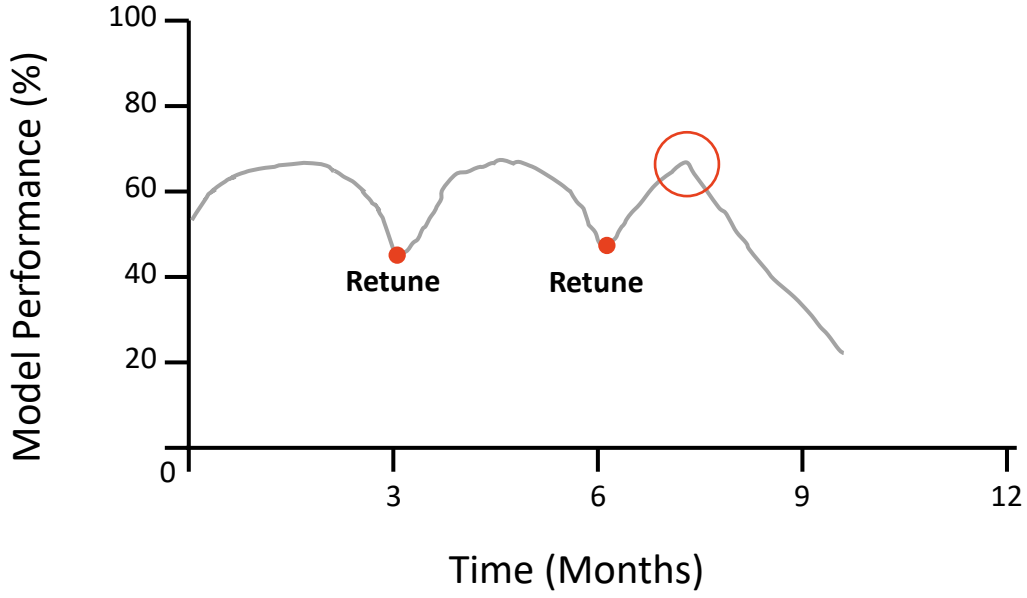


Rules-Based Fraud Prevention

- Performance drops drastically as fraudsters change their MO
- High maintenance costs
- Difficult to manage due to the number of rules required and their complexity
- **Cannot prevent new types of fraud**

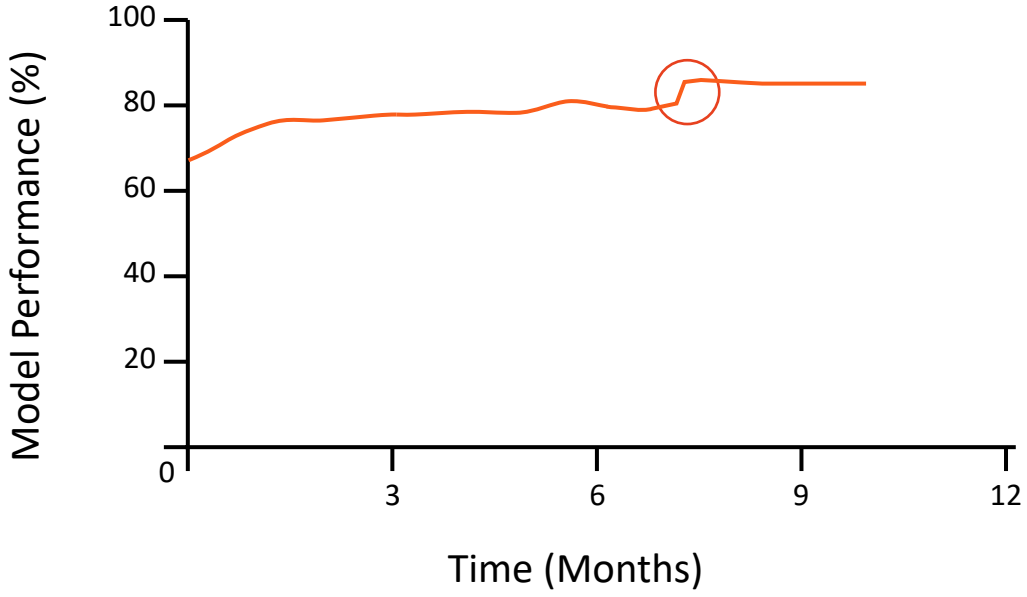
ARIC Fraud Hub | Traditional “Machine Learning” vs Adaptive Behavioral Analytics

The main fraud prevention solutions available today show significant differences regarding their performance.



Traditional “Machine Learning” Fraud Prevention

- Frequent retunes needed
- Done quarterly or even yearly
- Model performance may drop dramatically between retunes
- **Cannot react quickly to fraud attacks that happen shortly after retune**



Featurespace Adaptive Behavioral Analytics

- Self-learning models
- No manual retuning required
- **Truly adaptive**

ARIC™ Fraud Hub

GLOBAL CREDIT CARD ISSUER

10:1 False Positive Ratio Overall

23:1 False Positive Ratio (CNP)

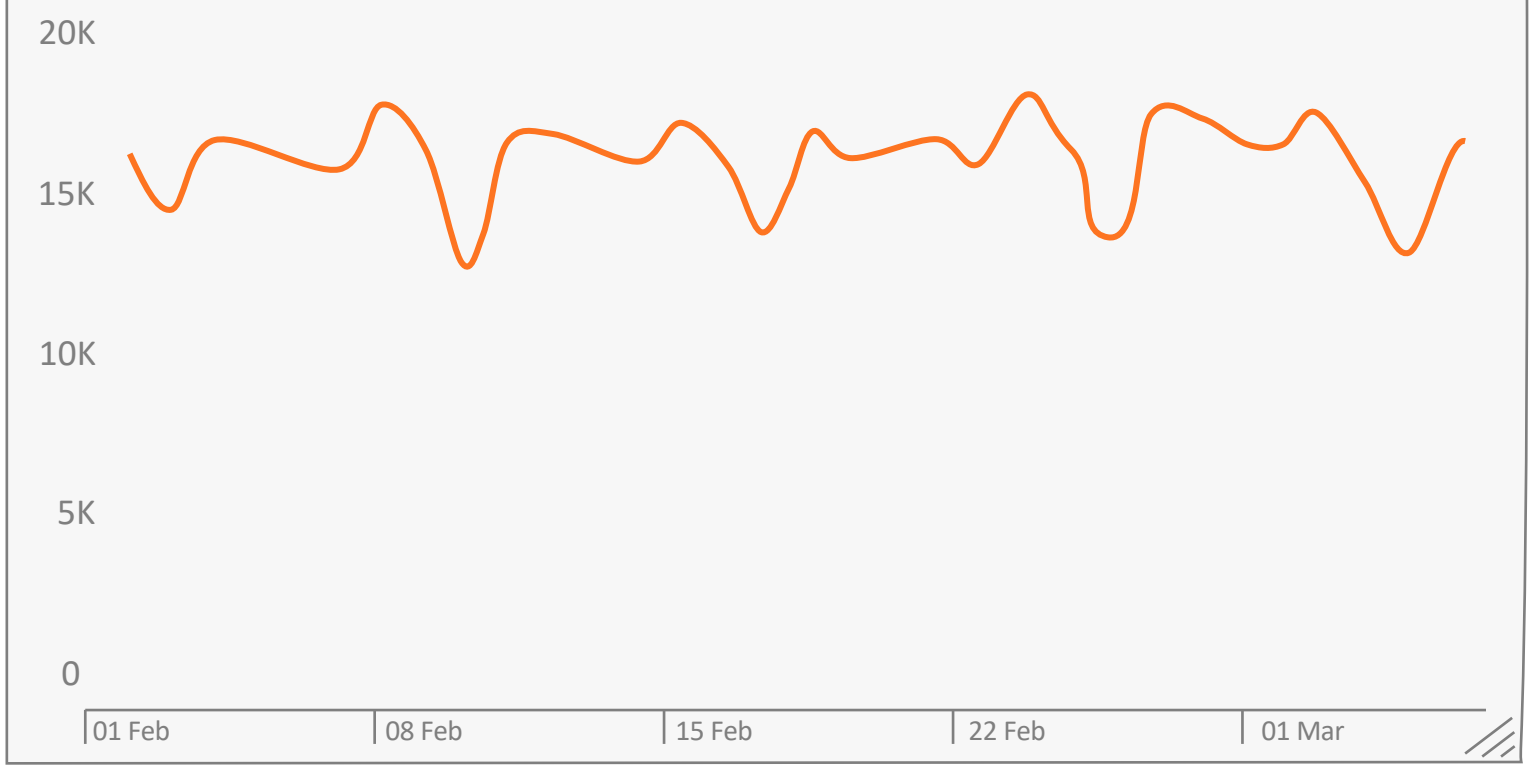
100% Total Fraud Loss

Show performance

Existing System

Adaptive Behavioural Profiling

Number of False Positives



ARIC™ Fraud Hub

GLOBAL CREDIT CARD ISSUER

10:1 → 3:1 False Positive Ratio Overall

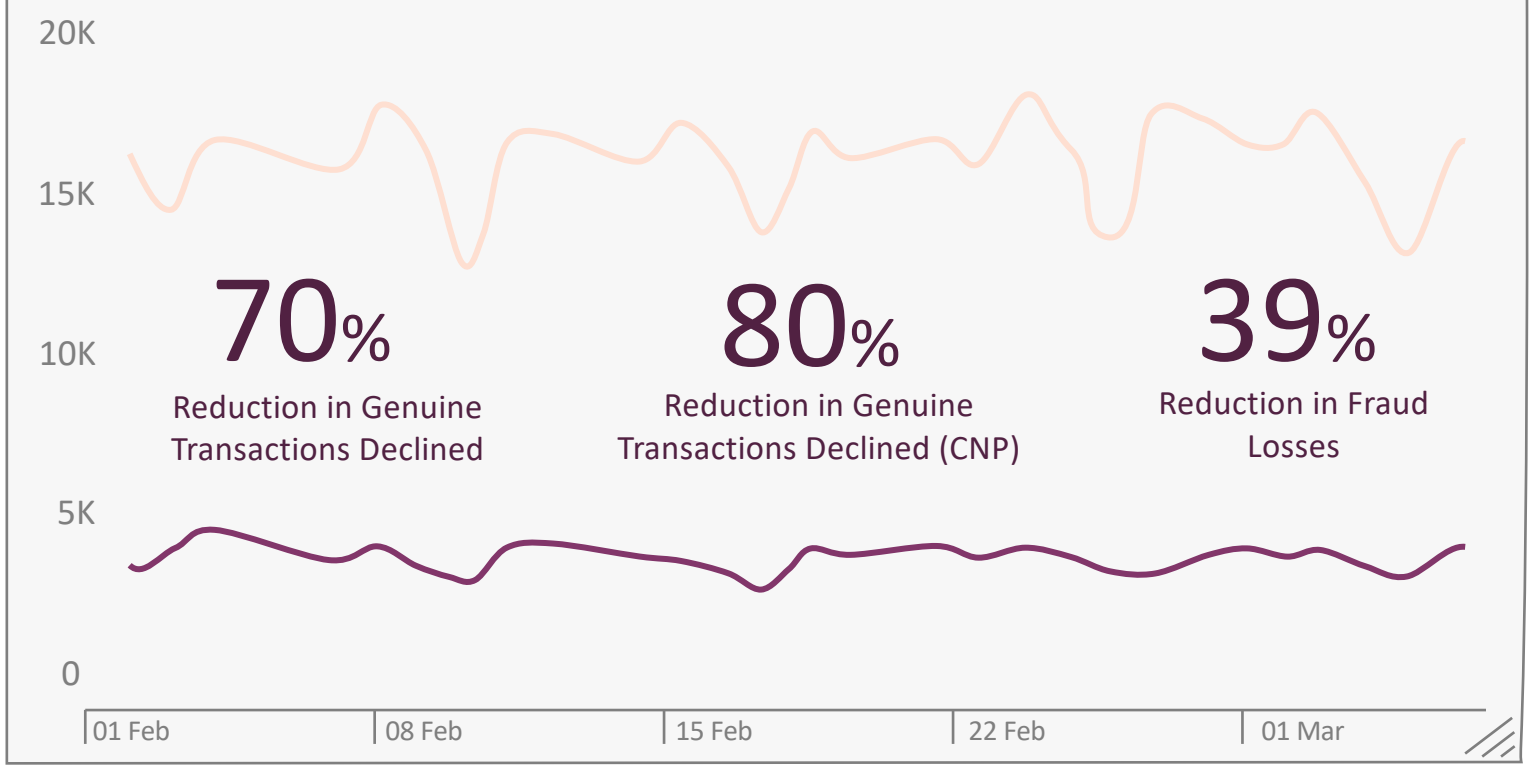
23:1 → 6:1 False Positive Ratio (CNP)

100% → 61% Total Fraud Loss

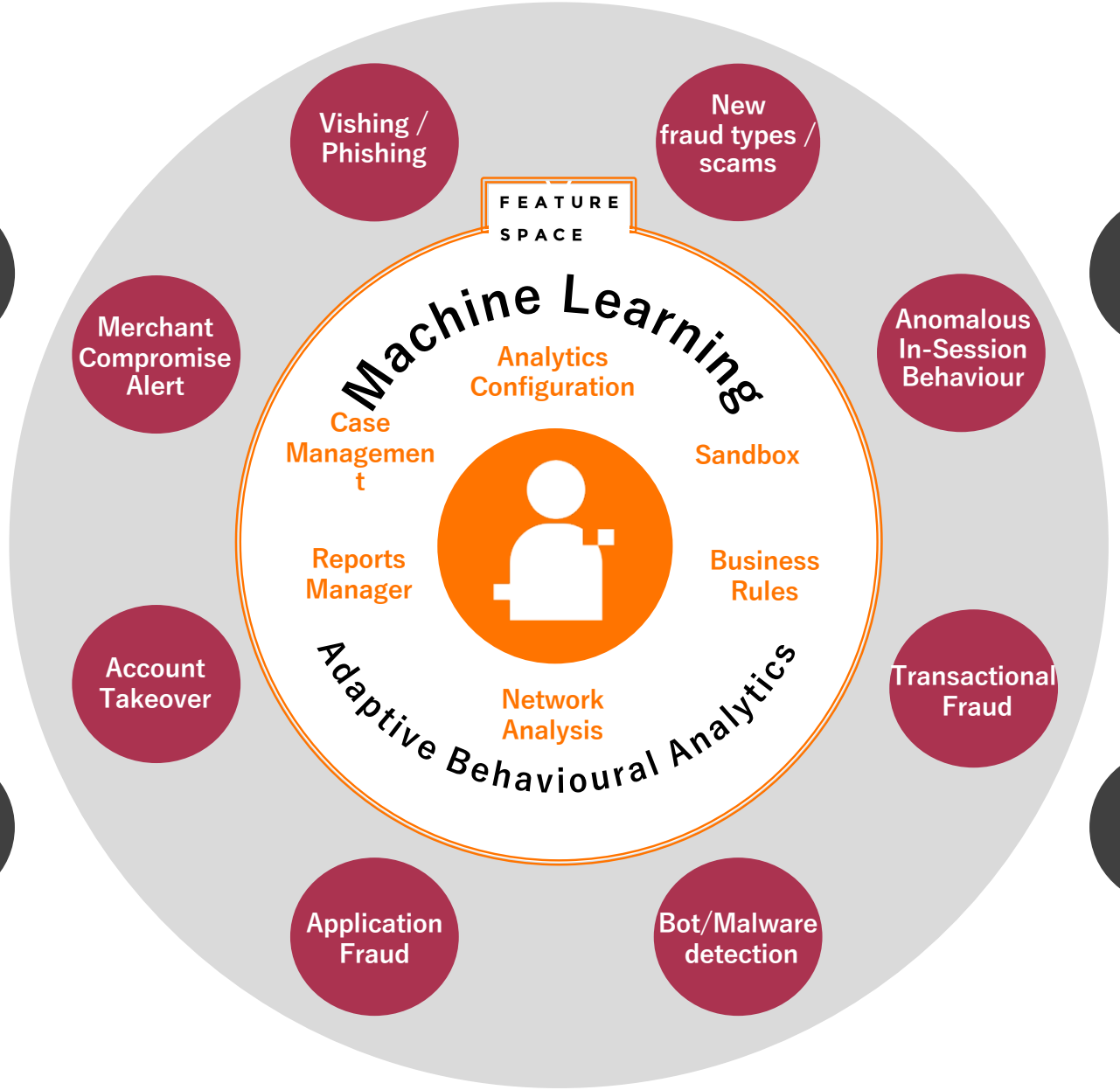
Show performance

- Existing System
- Adaptive Behavioural Profiling

Number of False Positives Using Adaptive Behavioural Analytics in **Real-Time**



ARIC™ Fraud Hub



Device Fingerprint
Desktop/mobile,OS, Browser, etc

Behavioural Data
Navigation, Person-to-person, Device interaction

Transactional Data
Card and Merchant payment data

Online
3D Secure, eWallets, digital services

Point of Sale
Mag stripe, Chip or Token

Location
Geo-location, Shipping, Billing and Bank address

- Input data
- Threats
- Product features

Key Features | **Behavioral Biometrics**

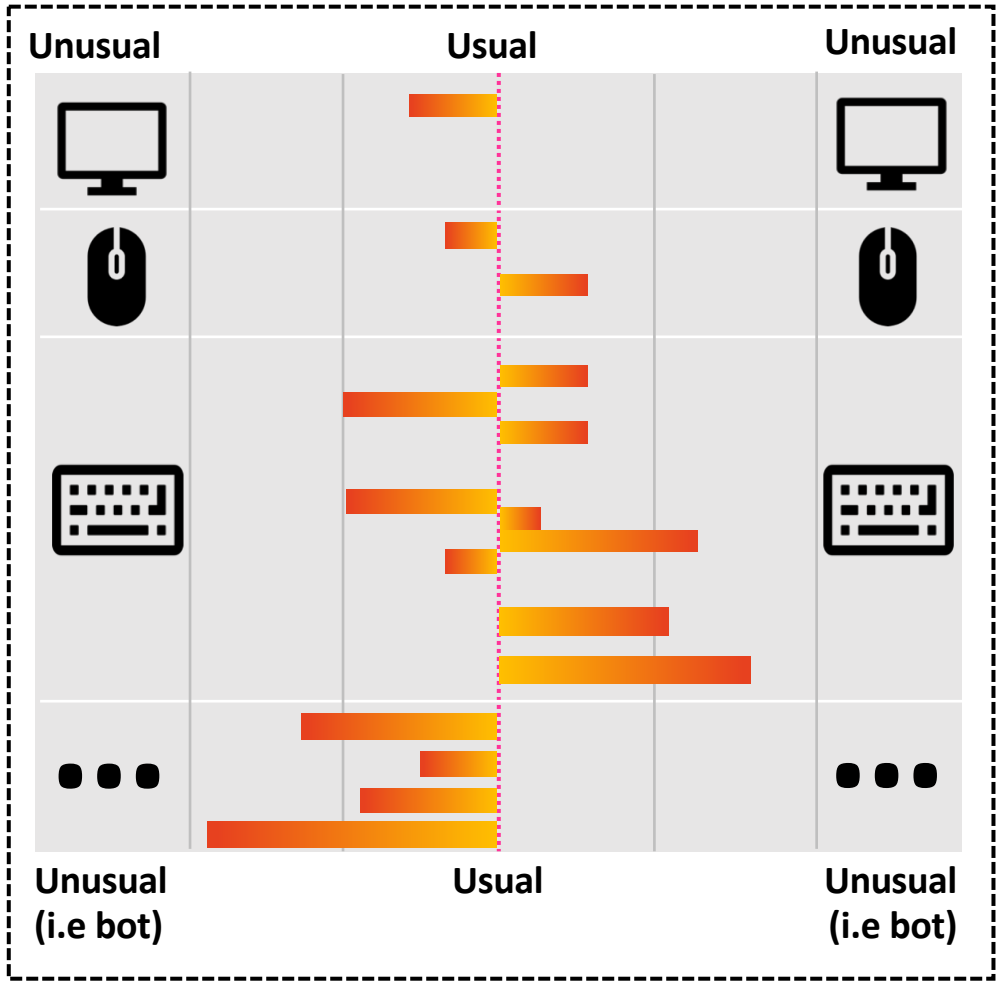
Detect new fraud and specific attacks in real time with machine learning

- Self-learns, building a comprehensive digital finger print
- Automatically detects and stops new fraud types
- Non-intrusive technology
- Works cross-platform and server side without relying on JavaScript

Behavioral data from websites and mobile apps are collected to detect attacks such as Malware, Man-In-The-Middle, Account Takeover and Phishing Attacks - all in real time

Session Behavior

A sample abnormal session presented in the ARIC UI



FEATURE SPACE

OUTSMART RISK