

FRAUD DETECTION AND PREVENTION

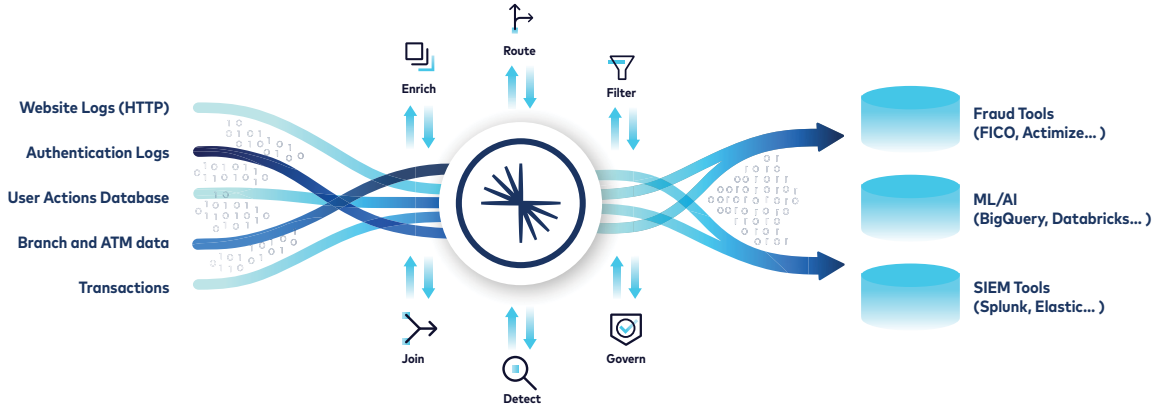
Faster, Smarter, Real-Time Fraud Protection



Fend off fraud with faster and smarter fraud detection and prevention. With Confluent, you can uniquely combine and process all of your data at scale to identify abnormal patterns, detect malicious behavior, and prevent and combat fraud as it happens, in real time.

No matter your industry, fraud is a real risk to your business and organization. Yet, despite spending millions of dollars on “next-gen” tools, the industry is still losing billions of dollars in fraud losses. Your existing tools and techniques don’t work. Why? Because they lack context and have insufficient relevant data in a timely fashion for a timely response. So, what can you do about mitigating the possible impact of fraud on your organization? Leading organizations like Capital One, Instacart, and Bank Rakyat Indonesia turned to Confluent.

With Confluent, you can fight fraud with real-time fraud detection and prevention. By combining structured transactional data (e.g., funds transfer amount) with unstructured contextual data (e.g., user geolocation) in the form of historical data and real-time events, you can maintain a “fraud threat score” for every user in your systems which can be updated continuously and shared across every application, system, or team that needs it. You can take action across the entire fraud value chain—from deterrence and prevention to detection and investigation, to handling disputes. Design the technology foundation required to build a fraud and security Fusion Center for your organization.



Improve fraud detection with full contextual data

The key to successful fraud detection and prevention lies in the real-time visibility of customer behaviors. By fusing the latest relevant datasets, you can optimize your fraud models with a 360° view of every touchpoint on a customer account to dynamically create appropriate threat scores and react with speed and accuracy when anomalies arise.

With Confluent, you can combine real-time, historical, structured, and unstructured data in a common platform. Unlike traditional batch-based systems, Confluent enables you to act on the most up-to-date information by continuously capturing and processing every customer interaction, event, and change to data streams.

Proactively detect compromise with real-time analytics

Fraudsters don’t wait for you. When trying to protect against fraud, time is critical. Relying on batch processes to identify fraud after the fact will do nothing to alleviate the business costs that the fraud caused. Working with real-time data and events will allow you to identify fraud as it happens and potentially stop it in its tracks. Whether drawing on data from real-time events, logs, or even historical data, temporal awareness is fundamental to proactively detect compromise.

By processing all your aggregated data in real time, you benefit from continuous updates and reactions to fraud threat score changes. With Confluent, you can make valuable decisions within a pertinent timeframe. You have the flexibility to consume contextual data in real time for greater accuracy in responsiveness, down to milliseconds.

Understand and share fraud threat history with a full audit trail

Fraudulent activity can also come to light over time. For example, account takeover fraud may not manifest itself initially when an account is hacked. However, the perpetrator may implement their fraud scheme over time. It becomes critical then to not just see fraud in real time but also to understand, audit, and share the full history of activities that have occurred.

With Confluent being immutable by design, you have an indisputable record that an event took place as well as every subsequent related event. This persistent layer of truth is mapped to every entity on your platform to create the real-time "fraud threat score" or "threat vector" that you need. And you can easily share this threat information with other teams and applications within your enterprise.

Bring fraud and security teams together with a fusion center

While the boundaries of fraud, threat and cybersecurity are blurring, fraud teams have operated independently from cybersecurity teams. Fraud teams often look at structured transactional data for indicators of fraud, while cybersecurity teams look at analytics-oriented SIEM tools to inspect log data and other unstructured sources for incident investigation and resolution. The key to advancing your organizations security posture is to bring together fraud, financial crime and cyber security operations with a platform approach that provides a timely, consistent, contextual view of all your data in your environment.

To build a true real-time view of the threat landscape, top-tier enterprises are creating fusion centers to implement knowledge sharing across cybersecurity, fraud, and information security teams. At the core of these fusion centers, Confluent is used as the critical data foundation, providing a continuous loop of blended data streams sourced from all teams.

Confluent Features

Connect

Aggregate data and real-time events from multiple sources to build your customers' identity

Use [120+ pre-built connectors](#) to allow the consumption of data from both structured and unstructured data sources for full transaction context. Build your customer's identity by incorporating transactional and contextual data in real time or from the past for a full view of behavior patterns.

Process

Continuously enrich and analyze data to create real-time fraud indicators and threat scores

Curate, enrich, and filter your in-flight data with stateless and stateful stream processing through [ksqlDB](#) and Apache Kafka® Streams. Power your AI/ML tools with real-time data streams to train and apply the right models to keep fraud threat scores up to date for every customer with every single interaction.

Share

Produce and share a consistent view of the data to connect people and teams for a well-orchestrated response

Facilitate a rapid fraud response by sharing data with the right teams, in the right format, at the right time with a decoupled architecture, an immutable sequence of data records, and an infinite storage subsystem.



We look at events as running our business. Business people within our organization want to be able to react to events—and oftentimes it's a combination of events.

– VP OF STREAMING DATA ENGINEERING

[Watch the online talk](#)



Confluent Platform and Apache Kafka, by enabling us to build and deploy real-time event-driven systems for credit scoring, have helped BRI become the most profitable bank in Indonesia.

– KASPAR SITUMORANG, EXECUTIVE VICE PRESIDENT AT BANK RAKYAT INDONESIA

[Read the story](#)



When I think of our first few wins that we've got with Confluent, the one that stands out to me is fraud.

– NATE KUPP, DIRECTOR OF ENGINEERING AT INSTACART

[Read the story](#)