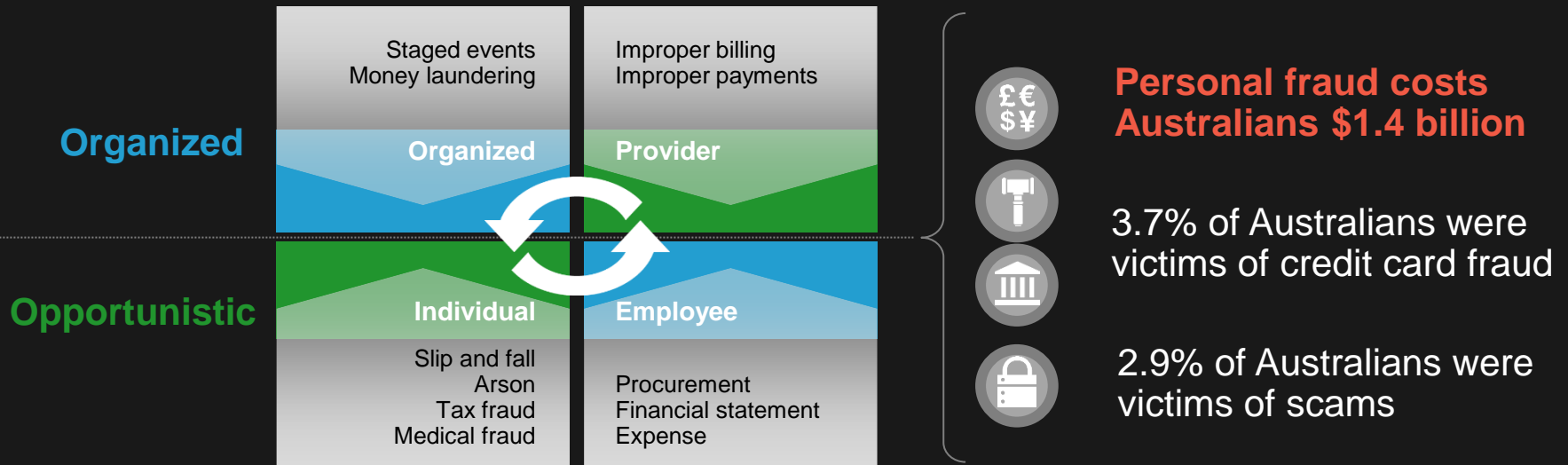


BusinessConnect and SolutionsConnect
It's time to make bold moves.

Using big data,
analytics to protect
the innocence and
catch the bad guys!



Fraud - a deliberate deception or misrepresentation which violates a legal statute and is intended to produce an undue financial gain



Converging forces are escalating fraud risk, exerting significant downward pressure on an organization's bottom line

Increasingly frequent and complex fraud schemes

The explosion in global connectivity has escalated the vulnerabilities of individuals, enterprises and nations to cybercrime

12

cybercrime victims per second¹

80%

of schemes are perpetrated by organized criminal groups²

1 The 2013 Norton Report

2 United Nations Office on Drug and Crime, [Comprehensive Study on Cybercrime](#), February 2013

3 The Fiscal Times, [Feds Blow \\$100 Billion Annually on Incorrect Payments](#), Jan 15, 2014, amount in US \$

4 Reuters, Dec 11, 2012, amount in US \$

Fraud no longer acceptable as "cost of doing business"

Intensifying regulatory enforcement and operational losses apply significant pressure on profitability

\$100

billion annual improper payments by US Fed Agencies³

\$1.92

billion largest penalty to-date in money laundering case⁴

5 Brand Index, [Company perception falls after data breach](#), Dec 23, 2013, Brand Index ranges from -100 to 100 pts

6 Entersekt-sponsored Harris Interactive US survey conducted May 14-16, 2013

Customer expectations ever on the rise

Customer convenience, satisfaction and trust drive brand choice and must be earned on an ongoing basis

45

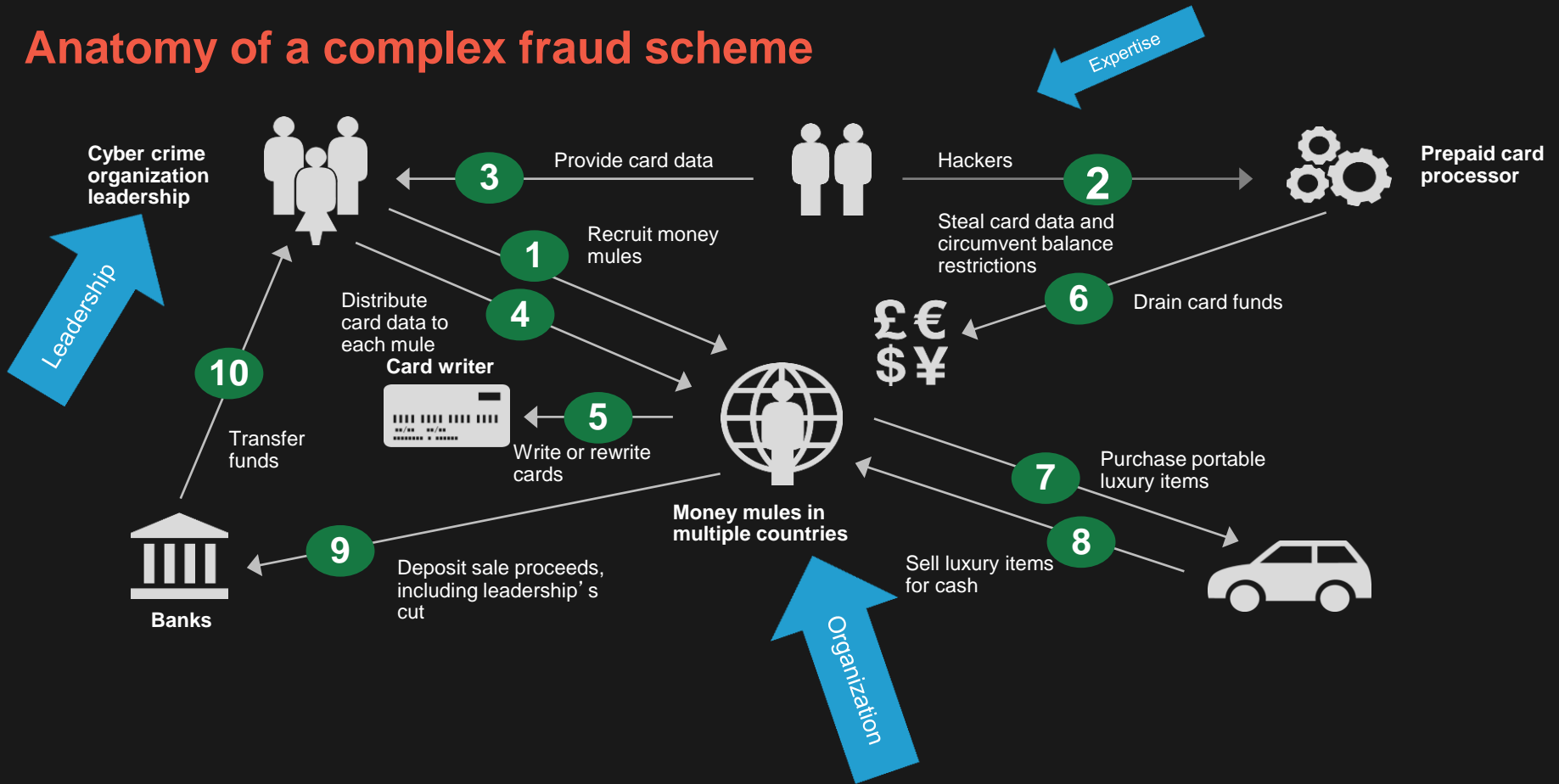
point drop - retail store brand perception index change one week after data breach⁵

71%

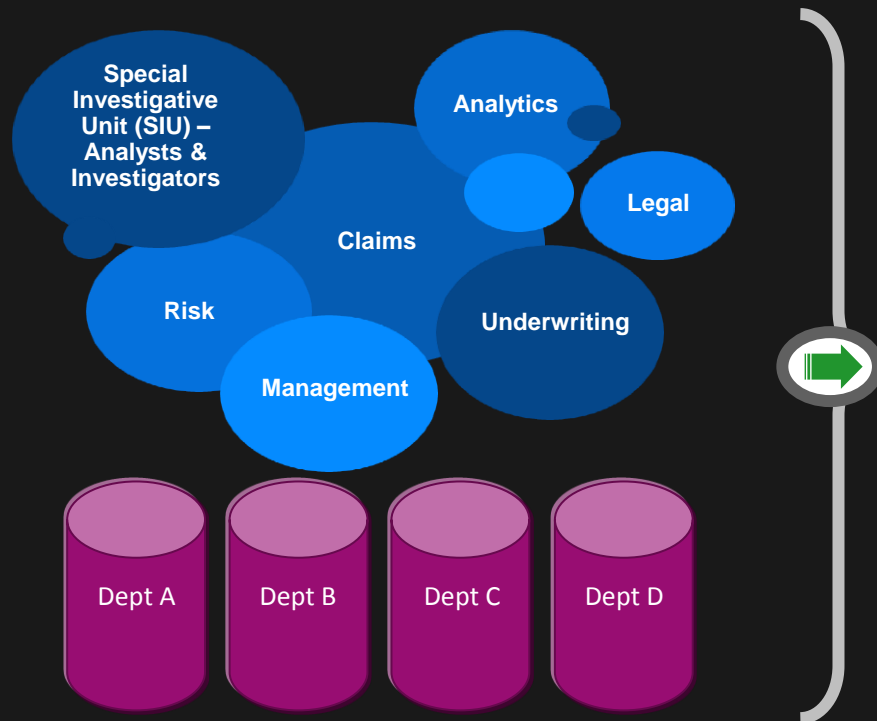
customers who will switch banks due to fraud⁶

Fraud Schemes are becoming increasingly complex, often involving networks of organized activity

Anatomy of a complex fraud scheme







Within an enterprise, point solutions and corporate silo culture directly contribute to fraud risk



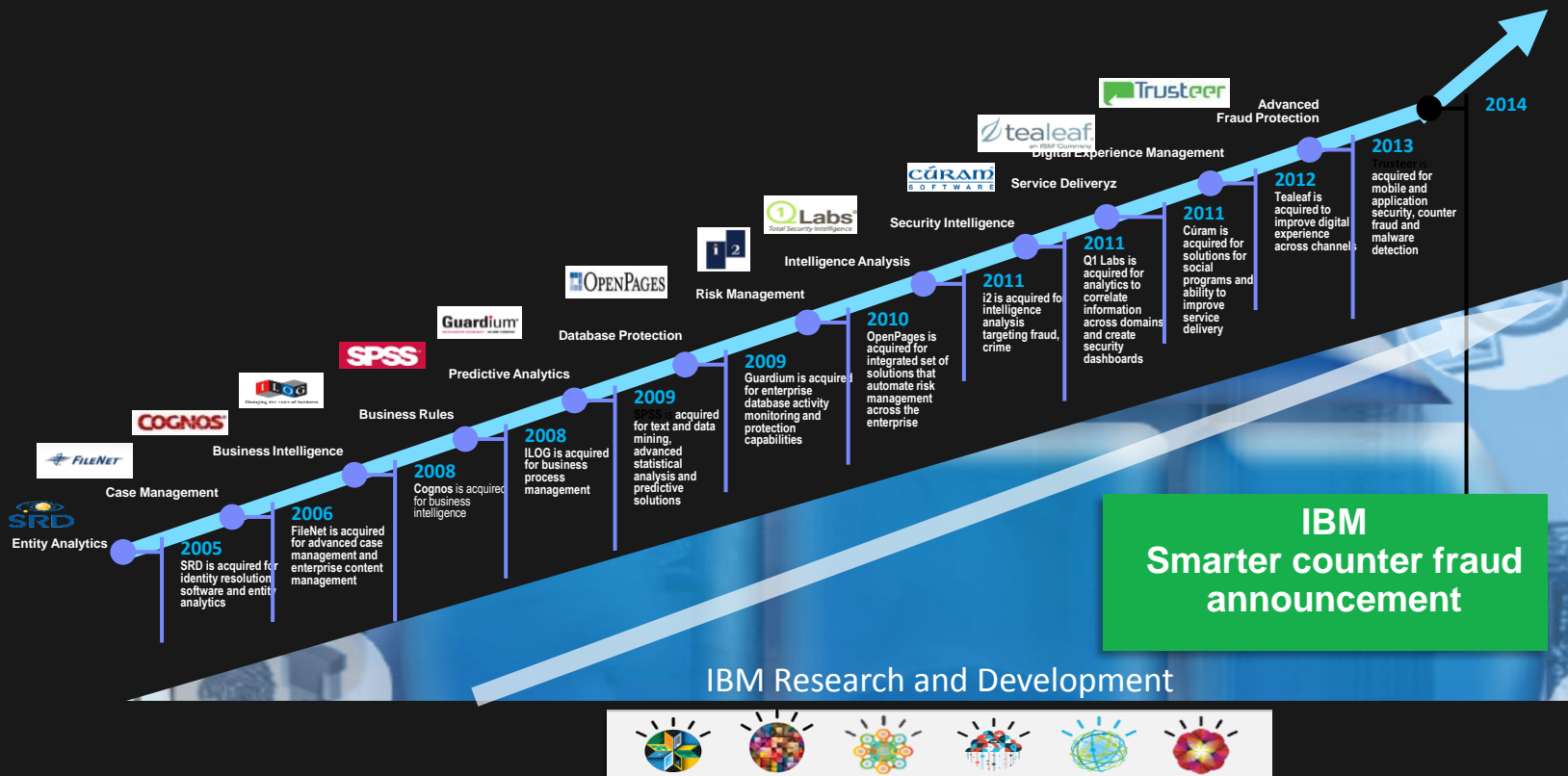
The challenges:

- Narrow observation space
- Isolated Data
- Reactive versus Proactive
- Accepted cost of doing business
- Departmental band-aides

IBM has a rich history in helping clients reduce fraud

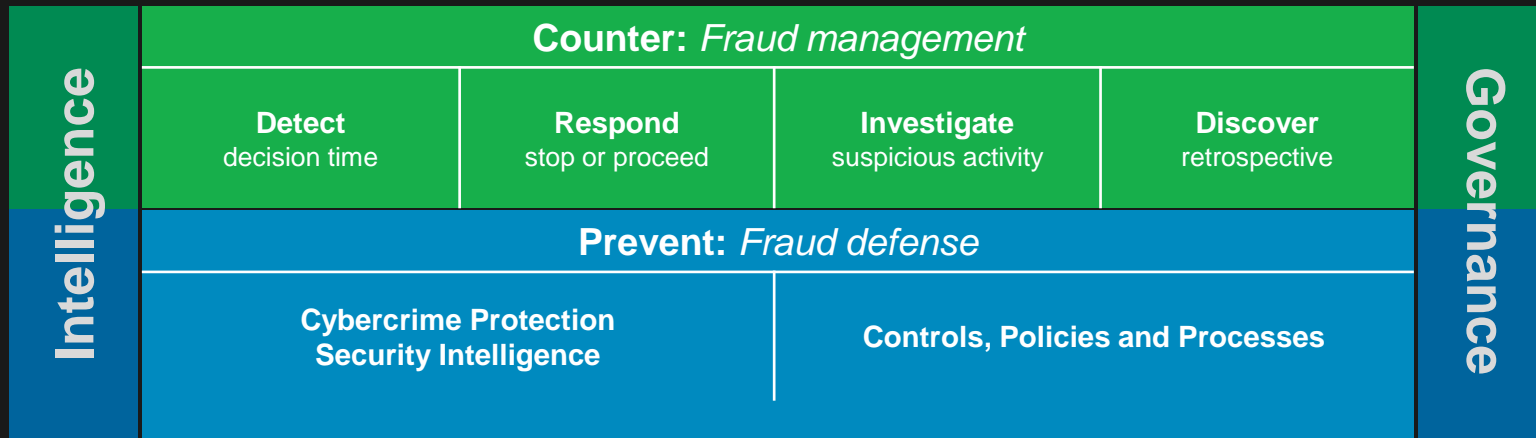
Banking	Insurance	Government	Healthcare
 <p>Anti-Money Laundering Enterprise Fraud Management</p> <p>IBM has implemented over 70% of the Global Tier 1 Bank's AML systems</p>	 <p>P&C and Healthcare Claims fraud</p> <p>Over 60 global Insurers use IBM software for fraud</p>	 <p>Medicare/Medicaid Fraud Revenue/Tax Fraud</p> <p>IBM has delivered 50+ implementations IBM i2 has 50+ installations in Federal Government</p>	 <p>Health Insurance Claims fraud</p> <p>IBM has more than 30 client implementations for Healthcare payers</p>
<p>Business Outcomes</p> <ul style="list-style-type: none"> • Reduced fraud by 30% while improving on AML Reporting Requirements • 40% improvement in Suspicious Transaction Reporting • 80% productivity saving 	<p>Business Outcomes</p> <ul style="list-style-type: none"> • \$17M savings in first 4 months of use • 70x faster settlement on legitimate claims • 403% ROI in 3 months • Reduced investigation referral window from 45–60 days to 1–3 days 	<p>Business Outcomes</p> <ul style="list-style-type: none"> • Identified \$75m in fraud recoupment in the first 12 months of use • One provider charged >800 days worth of billings in a single year • Stopped more than USD16 billion in fraud in 2012 	<p>Business Outcomes</p> <ul style="list-style-type: none"> • Identified 200 facilities with questionable outlier behaviors • Identified >\$20M in potential recoveries • Potential incremental recoveries of \$20M+ per year

For the last 10 years, IBM has invested in key capabilities that enable effective enterprise fraud and threat management



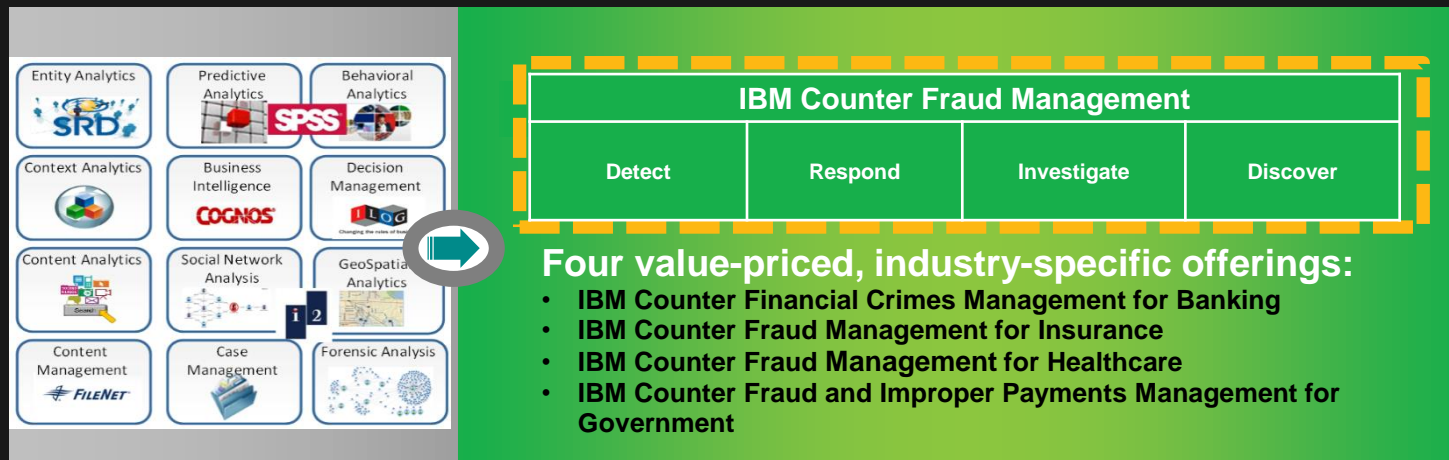
IBM Smarter counter fraud capabilities

A comprehensive set of integrated market-leading software and services capabilities designed to combat today's new threats



Introducing IBM Counter Fraud Management

An integrated, next generation offering addresses all phases of enterprise fraud



IBM Smarter counter fraud software portfolio

Counter: Fraud Management			
Detect	Respond	Investigate	Discover
IBM Counter Fraud Management			
SPSS, Identity Insights, Context Analytics	IBM Decision Management (Analytical and Operational)	i2, Advanced Case Manager, Content Analytics	SPSS, Content Analytics, Cognos BI
InfoSphere Streams		Tealeaf	Counter Fraud Discovery (GBS Services Asset FAMS)
InfoSphere BigInsights	Prevent: Fraud Defense		
Cybercrime Protection		Controls, Policies and Processes	
Trusteer Pinpoint Malware Detection	Trusteer Rapport	Curam	OpenPages
Trusteer Pinpoint ATO Detection	Trusteer Mobile Risk Engine	IBM Security Access Manager	InfoSphere Guardium Data Security
Intelligence			
IBM Red Cell Research		IBM X-Force Research	
IBM Counter Fraud Management		QRadar Security Intelligence	

Introducing IBM Red Cell

Counter Fraud intelligence research

Intelligence

IBM Red Cell

Red Cell

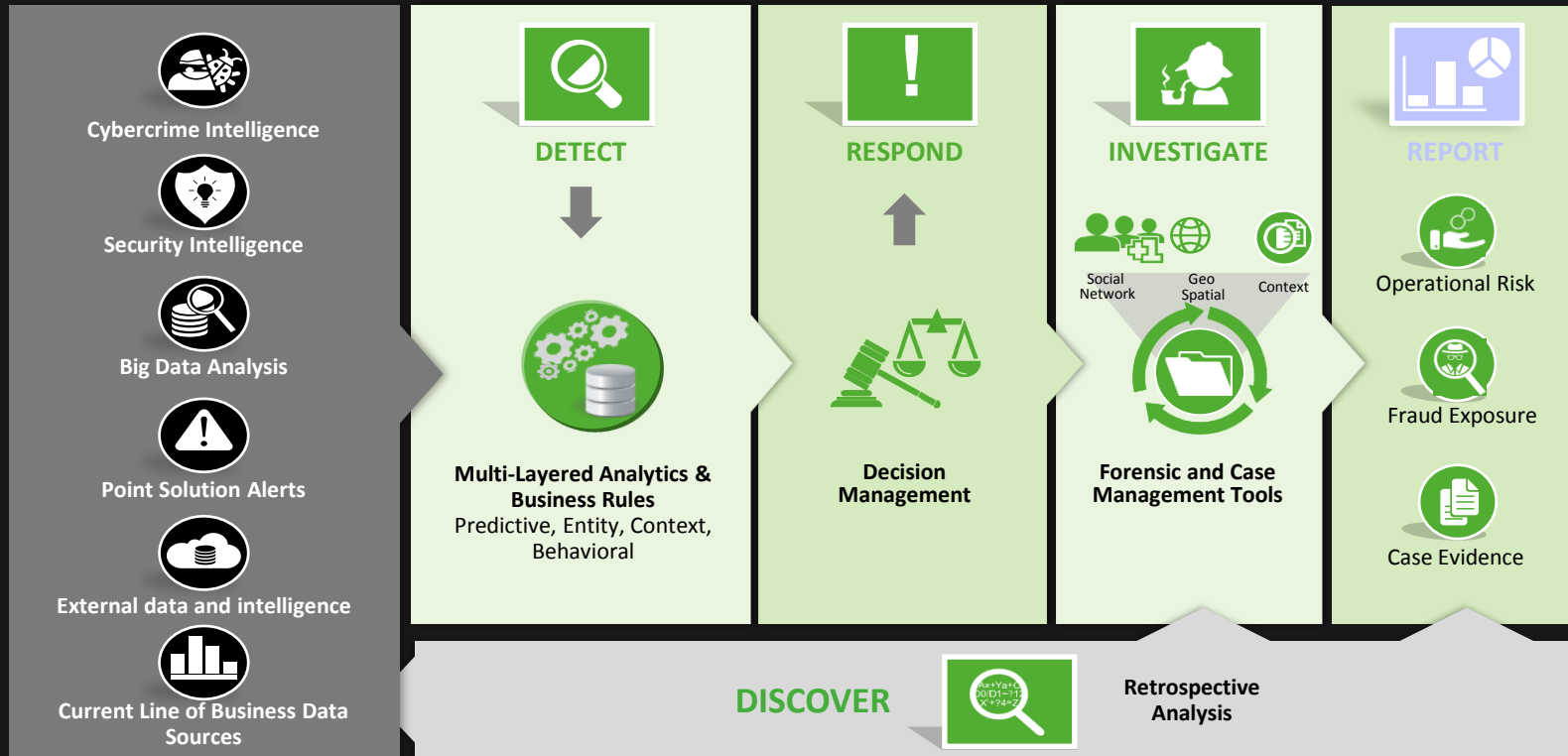
- **Monitor** and evaluate emerging trends in financial crime across industries and around the globe
- Provide cutting-edge **thought leadership** to counter and prevent fraud and financial crime across the ecosystem
- Create opportunities for **intelligence sharing**
- **Educate** our customers and the general public

IBM X-Force

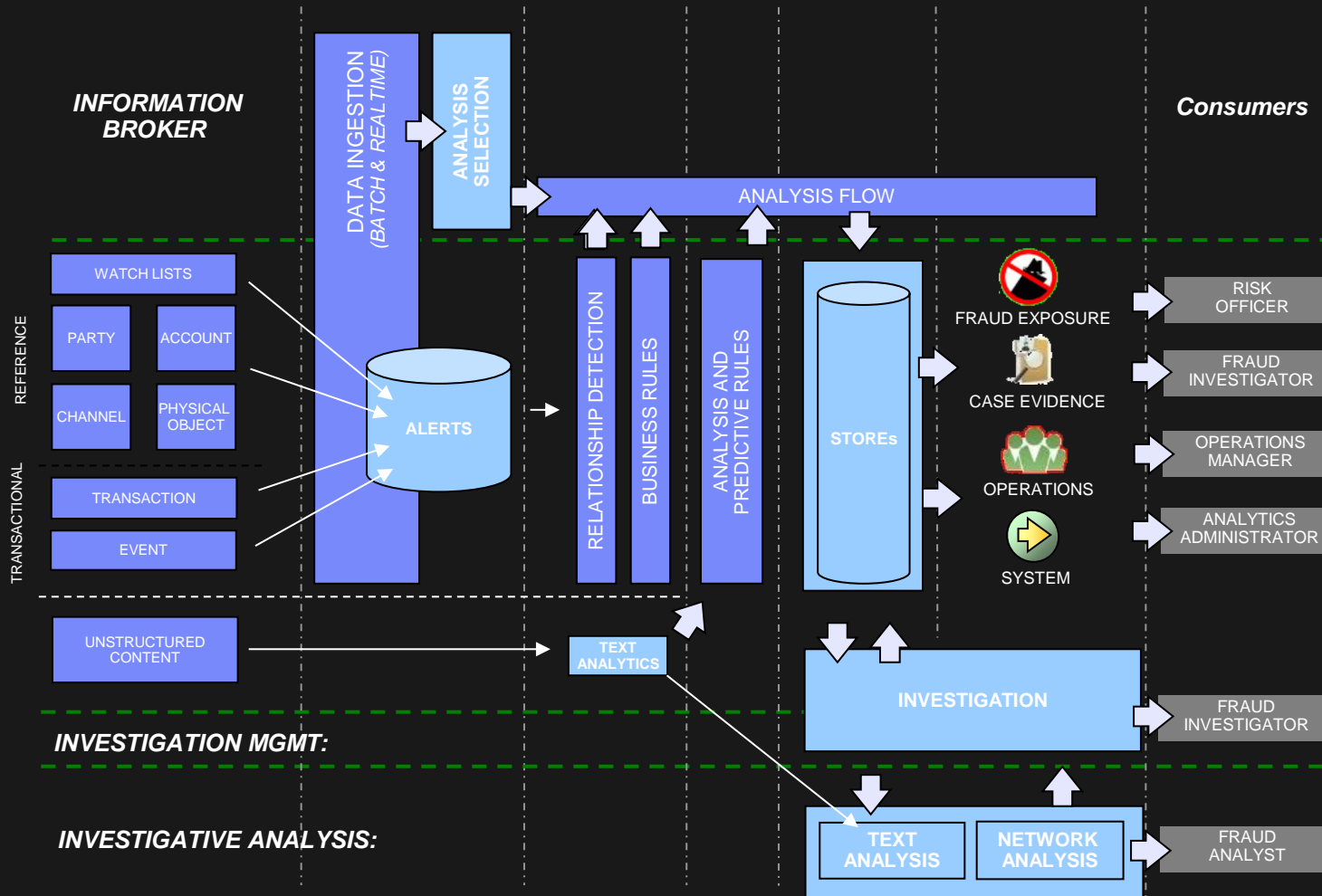
- **Monitor** and evaluate the rapidly changing threat landscape; leverages Trusteer endpoint intelligence
- **Research** new attack techniques; developing protection for tomorrow's security challenges
- **Collaborate** with leading public & private institutions to enhance internet security WW
- **Educate** our customers and the public through its renowned X-Force Trend Risk Reports



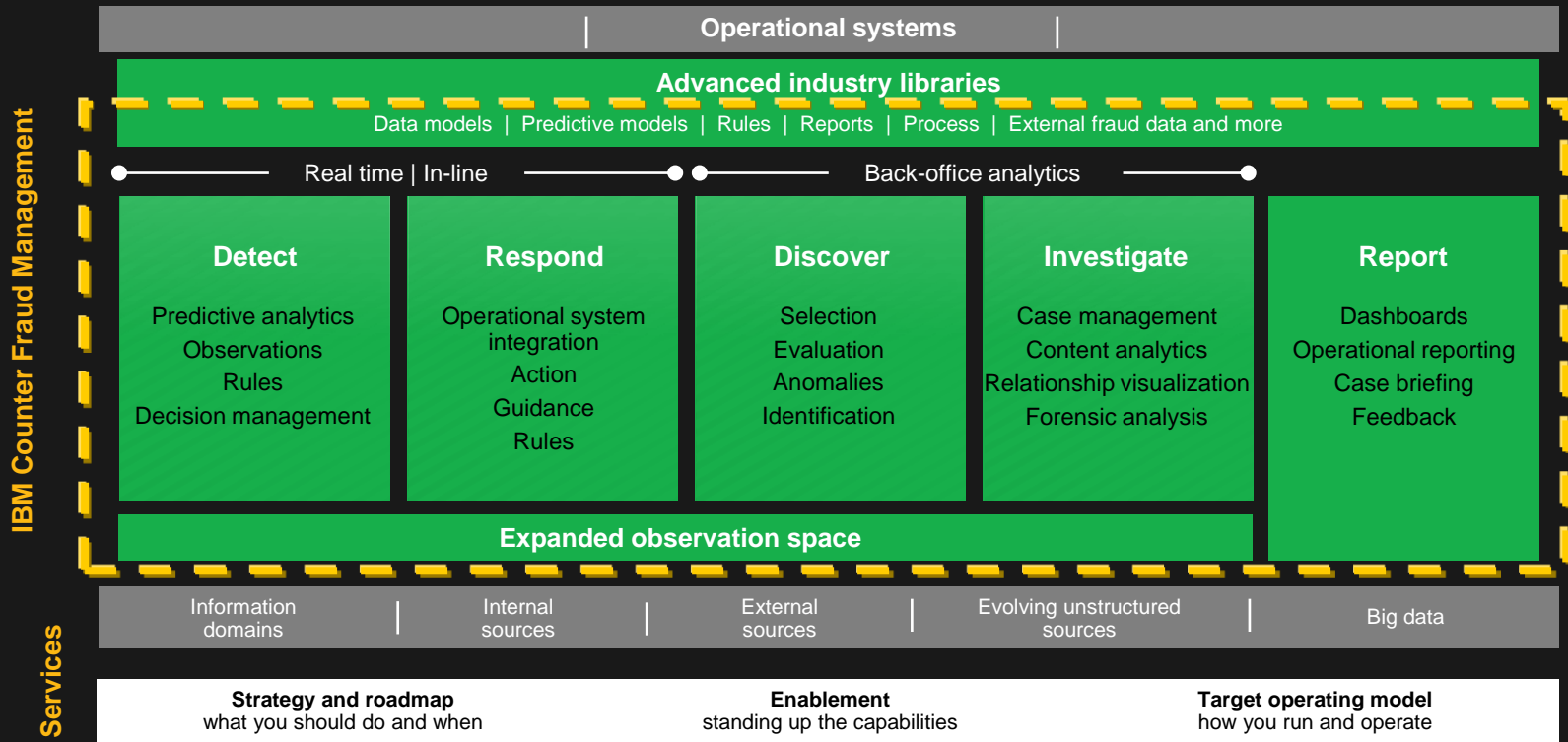
IBM Counter Fraud Management game-changing capabilities



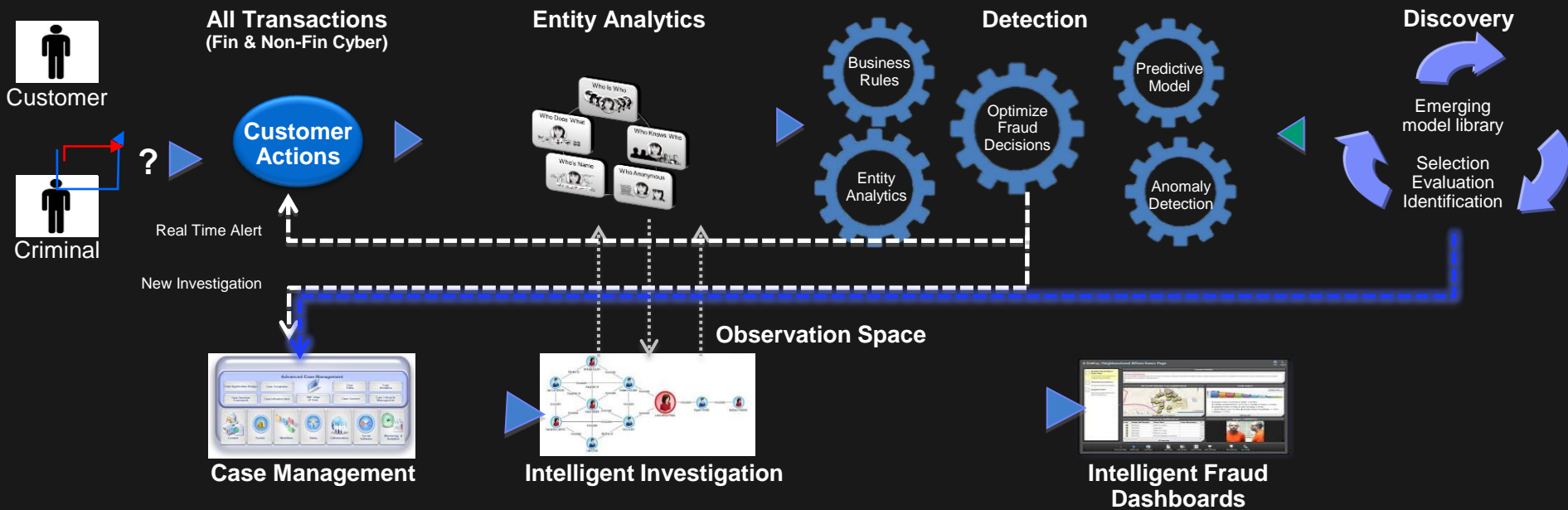
Counter Fraud Architecture



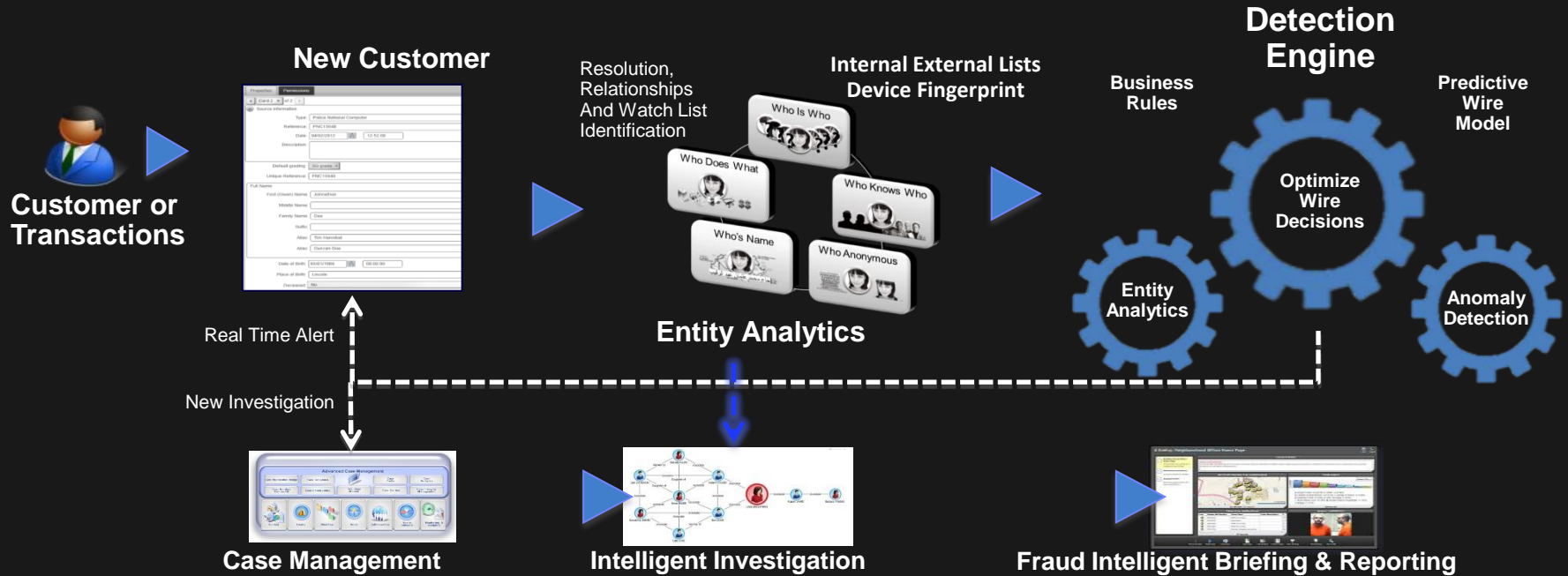
IBM Counter Fraud Management software plus services delivers a holistic solution to combat fraud, financial crimes and improper payments



Putting the Counter Fraud Capabilities into motion...



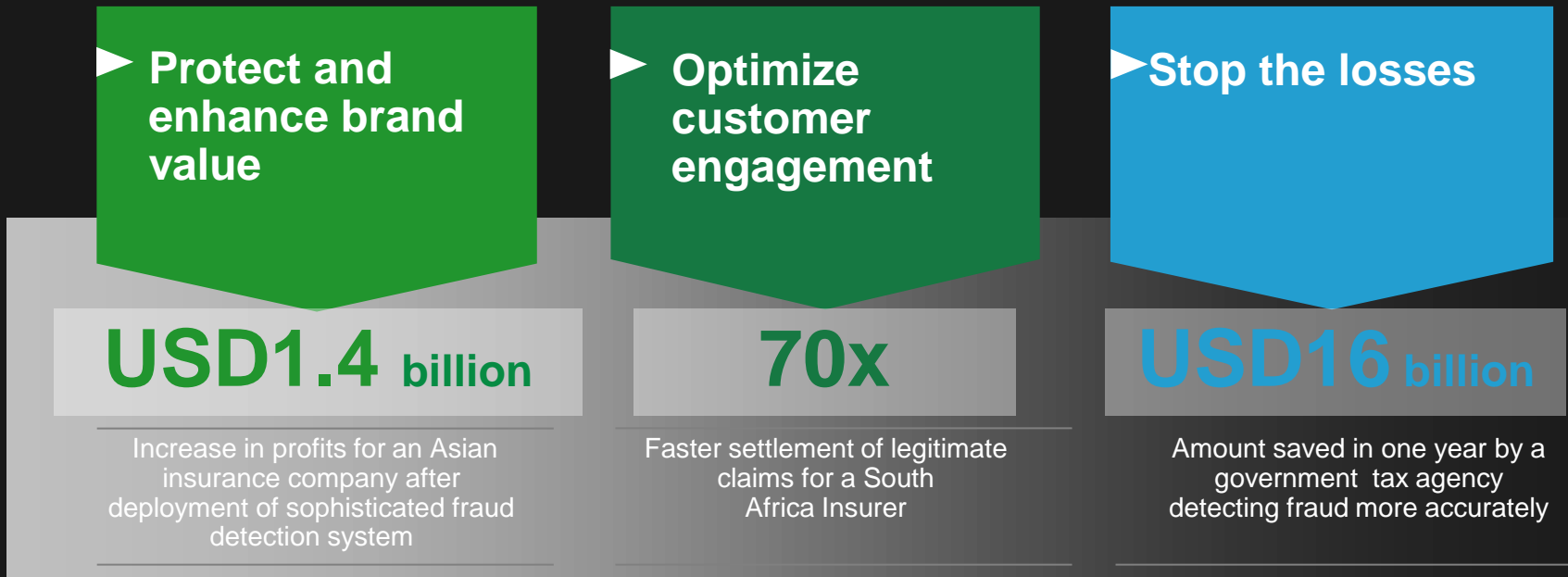
Financial Crimes Scenario Walkthrough



IBM Counter Fraud Management offers distinctive capabilities to proactively manage fraud

1. Ability to **ingest information** from many disparate sources to develop rich profiles and create **real time risk weightings**.
2. **Optimum layering of analytic techniques** to model behaviors and identify anomalies using accumulated context, relating new data to previous insights, for improved accuracy & knowledge of suspicious activity
3. Extensive **Forensic Analysis capabilities** to speed validation of suspicious activity
4. **Repeatable framework** that enables flexible extension and leverages existing capabilities, without a rip and replace.
5. **End-to-end out-of-the-box integration** of best of breed capabilities from *Detection* to *Response* to *Investigation*, reduces the cost and risk of tying together traditional point solutions.

A holistic, proactive approach to countering fraud can translate into greater financial control, enhanced customer experience and brand value



**Quantified business value benefits delivered by IBM Smarter counter fraud capabilities*

THANK YOU

adrian.barfield@au1.ibm.com

