NetApp

How to secure data deposits against fraud

(and send cybercriminals packing)

Analyze BBVA's stored data to maximize security, support compliance, and keep things up and running.

Every competitive financial business needs to provide seamless, omnichannel customer experiences – and BBVA is no different.

But those experiences need data, which comes fraught with danger.

Whether you're safeguarding your business and its customers from relentless cyberattacks, staying on top of data compliance, or adhering to every regulation across every region BBVA operates in – things get complicated fast.

What's the big issue?

Digital banking opens the doors for security breaches. In fact, because sensitive customer data is available across multiple channels, online banking is more vulnerable to attacks than the traditional kind.

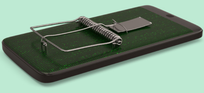
Like all financial institutions, BBVA is being exposed to new threats, such as cyberattacks, theft of internal and customer databases, and fraud. These all require big investments in security – both human and technological.

The fact is, whether the data is on-prem or in the cloud, BBVA is ultimately responsible for it.

47%

of companies have experienced fraud in the last two years – the second highest reported level in 20 years.

SOURCE



It's time to boost your data defenses

The key to resolving these challenges? Cloud and artificial intelligence (AI) technology.

Data-aggregation, process automation and advanced statistical modelling use machine learning (ML) and AI to analyze a vast volume of transactions and customer data. Together, they can allow banks like BBVA to detect and prevent fraud – and maintain compliance. **Easy.**

More than 60%

of organizations are beginning to employ advanced technologies – like AI and ML – to combat fraud, corruption, or other economic crime.

SOURCE

65%

of financial services companies say they've adopted cloud-based security.

SOURCE

NetApp and BBVA: The data dream team

With NetApp® ONTAP® AI, BBVA can access stronger security measures to protect sensitive customer data, whether it's on-prem or in the cloud.

ONTAP AI puts deep insights gained from AI and ML operations at your fingertips, improving your fraud defenses and offering customers better service levels.

It combines NetApp cloud-connected all-flash storage with NVIDIA servers for a high-performance, easily scalable solution that's proven to handle workloads such as credit risk assessment, large trade execution, natural language processing, fraud prevention, cybersecurity, and more.

Most importantly, it's all the performance you need to detect illegal or suspicious financial activity – fast.

NetApp: Making life easier for BBVA

Constant protection

Our always-evolving, proven fraud detection solution protects your data, keeping it safe and secure from malicious attacks across its entire lifecycle. Our AI solutions give you everything you need to input data, train the model, archive, and interpret live data.

Compliance first

Our privacy-by-default approach gives you constant control, empowering your data privacy and compliance teams. Plus, sensitive data is only stored where it needs to be, so business applications and cloud environments are always privacy ready.

BBVA, want to take data protection to the next level?

Get in touch

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