

# How to secure data deposits against fraud

(and send cybercriminals packing)

Analyze BNP Paribas' 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 BNP Paribas 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 BNP Paribas operates in – things get complicated fast.

### What's the big issue?

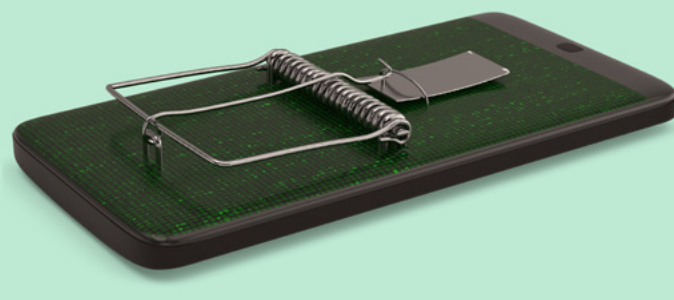
Digital banking opens the doors for security breaches. In fact, because sensitive customer data is available across multiple channels, online banking is more vulnerable to attacks than the traditional kind.

Like all financial institutions, BNP Paribas needs to digitally transform to be able to optimize data use and keep it secure. As cyber threats become more sophisticated, protecting customer data and transactions is crucial.

# 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 BNP Paribas 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.

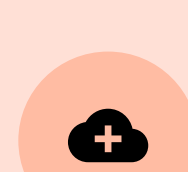
[SOURCE](#)



# 65 %

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

[SOURCE](#)



### NetApp and BNP Paribas: The data dream team

With NetApp® ONTAP® AI, BNP Paribas can optimize and secure its data, reducing the risk of hacking or technical failure.

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 BNP Paribas



#### 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.

### BNP Paribas, want to take data protection to the next level?

[Get in touch](#)

