

Be the toughest nut to crack

Build an AI infrastructure to make BBVA the bank fraudsters can't touch.



As technology moves forward, there will always be those looking to exploit new loopholes and vulnerabilities. APP fraud, clone firms, and impersonation scams represent increasing threats to BBVA. You can build the most secure systems imaginable, but if your customers hand over the keys, it won't matter.

Reacting after the fact isn't enough—you need to be proactive. That requires vast processing power and learning algorithms that can detect anomalies and threat patterns far faster than a human could—in other words, AI.

39,364

number of APP fraud cases detected in the UK in 2020 (fastest growing kind of fraud)

[SOURCE](#)

Top 4 risks in financial services:

- 1 Cyber incidents
- 2 Pandemic outbreak
- 3 Business interruption
- 4 Changes in legislation and regulation

[SOURCE](#)



80%

fraud prevention experts who say AI can reduce the success rate of fraud



AI power to the people

AI will help BBVA to deliver smarter and more secure services to clients and customers. Implementing core AI systems will help you perform millions of fraud checks per second, enabling real-time protection and allowing algorithms to continuously learn and improve.

AI can also provide you with better visibility and insight into your data, so you know what data you have, where it lives, and you can better protect and monitor it for regulatory purposes too.

By implementing solutions that facilitate the use of AI, BBVA will be in a much stronger position to combat emerging threats while continuing to provide the seamless interactions customers want.

64%

experts who say AI is valuable for preventing fraud before it even occurs

[SOURCE](#)

[SOURCE](#)