Be the toughest nut to crack

Build an AI infrastructure to make AXA the insurer 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 AXA. 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

SOURCE

AI power to the people

AI will help AXA 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, AXA will be in a much stronger position to combat emerging threats while continuing to provide the seamless interactions customers want.

64%
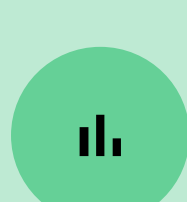experts who say AI is valuable for preventing fraud before it even occurs

SOURCE

40%
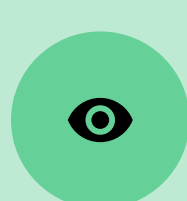organizations using AI that are struggling to find its value as a fraud-fighting tool

SOURCE

NetApp: Private by default, secure by nature

Customer information is especially sensitive for FSIs like AXA, so data protection is a priority. As experts in hybrid storage, we specialize in giving you complete data oversight—meaning nothing slips by you.

Identify fraud faster

Whether it's developing AI training models or detecting fraud at the edge, NetApp can help. Our partnerships with AI leaders like NVIDIA can help you better leverage AI and ML operations to improve fraud defenses. Our high-performance framework is proven to handle workloads from credit risk assessment and large trade execution to natural language processing.

Unified, compliant data

At NetApp, we help you create a stable, connected data pipeline. Wherever you need to do your AI work, your data will be easy to move and backed up for regulatory purposes. With our privacy by default approach, you'll always have total control over access, empowering your compliance teams and ensuring sensitive data never falls into the wrong hands.

Ready to create AI-powered fraud protection, AXA?

Find out how