

# AI: Your fraud fighter

Leverage powerful solutions to keep your financial services firm out of fraudsters' reach.



Technology is making it easier for people to manage their money. But, it's also making it easier for criminals to exploit vulnerabilities in your new systems. Fraud is on the rise, and banks in particular are struggling. Their legacy infrastructure and siloed data storage mean it's hard for them to detect suspicious, illegal activity.

Fraud doesn't just have a financial impact, it causes loss of trust and can leave business reputations in tatters. Financial services firms need to be on the front foot. 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.



# 44%

Financial services organizations who reported customer fraud

SOURCE

# \$4.36

The cost U.S. financial services firms face with every \$1 of fraud loss

SOURCE

## AI power to the people

Putting core AI systems in place can help financial services firms deliver smarter, more secure services to customers. With their help you can perform millions of fraud checks per second, enabling real-time protection and allowing algorithms to continuously learn and improve. This puts you in a much stronger position to handle emerging threats while still offering the seamless experiences customers expect.

# 80%

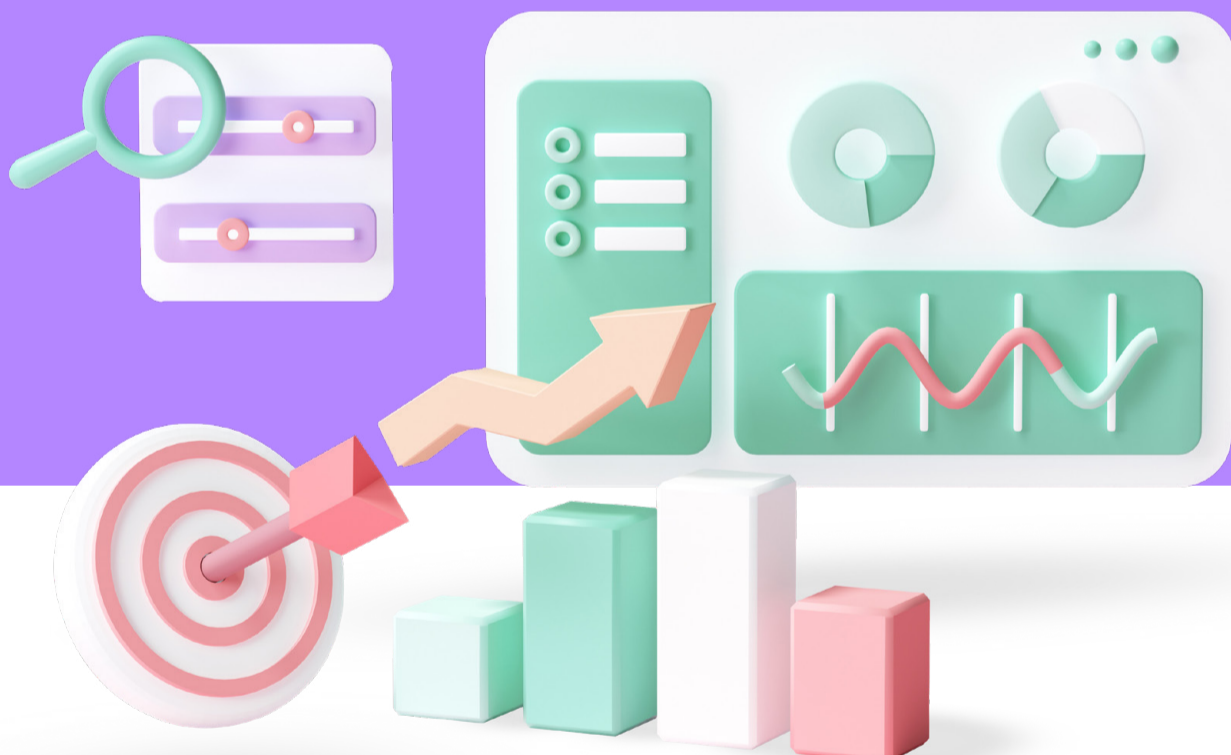
Fraud prevention experts who say AI can reduce the success rate of fraud

SOURCE

# 64%

Financial institutions that believe AI can get ahead of fraud before it happens

SOURCE



## NetApp: Your AI accelerator

At NetApp, we know AI can be a powerful tool for reducing risk, eliminating fraud, and protecting customer endpoints. Our solutions give you the backing you need to show fraudsters who's boss.



### Identify fraud faster

To successfully implement AI, you need a robust data management solution. One that offers deeper insights into your business by harnessing data from disparate sources. We remove data silos to provide real-time, market-ready analytics that help you fight fraud.

Our proven AI solutions then give you the performance needed to feed, train, and operate your applications so they can quickly and accurately detect illegal or suspicious financial activity across your organization.



### Detect, prevent, and recover from threats

Using automatic data classification and anomaly detection based on AI, our zero-trust framework allows you to monitor data access patterns to detect potential ransomware attacks early and respond effectively, stopping them in real time.

Our simple, efficient, and secure backup and restore capabilities provide robust protection and long-term archive of your data. They also ensure that data can be easily reinstated, maintaining business continuity and minimizing potential sensitive data losses.

Ready for AI-powered fraud prevention?

**Contact NetApp**