

Fraud Analytics

DATA SHEET

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To stay ahead of the competition, businesses often focus on customer experience and usability, assuming their existing security and fraud detection controls would capture and alert on the global threats. This exposes organizations to a greater risk of financial loss, IP theft and brand damage. The challenge with traditional fraud analytics and Online Fraud Detection (OFD) solutions is that it's unable to detect the risky behavior patterns due to cross-channel transactions, distributed or sometimes disconnected processes and the spread of entities involved.

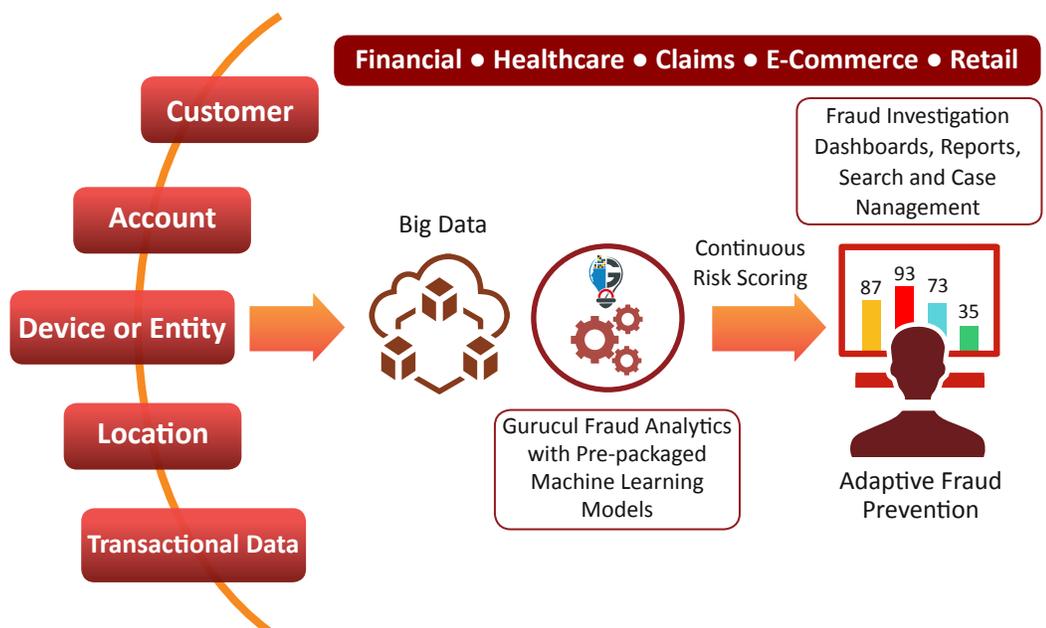
To address this, organizations need to look at advanced fraud analytics solutions, which use machine learning algorithms instead of just relying on manual hunting, known fraud patterns and threat policies or rules.

Why Gurucul Fraud Analytics?

Gurucul offers a comprehensive behavior-based fraud analytics platform which runs on open choice of Big data. The platform uses advanced linking algorithms to correlate cross-channel activities related to user, account, device, location and business transactions. It provides a largest library of machine learning models which are prepackaged and tuned to alert on fraud cases based on risky abnormal behavior.

Gurucul Fraud Analytics provides pre-packaged industry focused use cases:

- **Financial Fraud** - Money laundering, credit card fraud, Identity fraud, Mortgage fraud, etc.
- **Healthcare & Claims Fraud** - Prescription fraud, claims fabrication, upcoding, unbundling, etc.
- **E-commerce & Retail Fraud** - Charge back, unauthorized discounts, unauthorized sale voiding, exceptions, returns, etc.



Product Highlights:



Fraud Prevention and Detection using Machine Learning

Gurucul provides user and entity centric (PoS, end point devices, servers, etc.) behavior analytics using 1000+ machine learning models, pre-packaged and tuned to predict and detect industry specific fraud use cases. It also allows customization of existing models or build your own fraud models using templates.



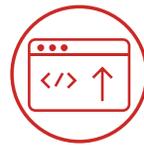
Investigation and Case Management

Gurucul offers comprehensive case management, out-of-the-box customizable dashboards and simple natural language based contextual search capability, providing a single pane of glass for end to end investigations. It also allows ability to provide feedback to the machine learning models based on the investigation findings.



Real-time Alerting & Risk Scoring

Gurucul provides real-time analytics to detect risky abnormal behavior and send alerts via multiple delivery mechanisms. It leverages a comprehensive risk engine which performs continuous risk scoring based on historical and current behavior. The dynamic risk score can be leveraged by applications to enforce policies and make real-time business decisions.



Integration with External Applications

Gurucul Fraud Analytics solution comes with out-of-the-box integrations with most applications including ticketing or case management, point of sale video integration, telephony systems and more. These API based connectors provide automation and operational efficiency for the security team.

“The only UEBA solution to be recognized by Gartner for Fraud Analytics in the 2018 Online Fraud Detection Guide.”

- Saryu Nayyar, CEO Gurucul

ABOUT GURUCUL

Gurucul is changing the way enterprises protect themselves against insider threats, account compromise, and data exfiltration on-premises and in the cloud. The company's user and entity behavior analytics (UEBA) and identity analytics (IdA) technologies use machine learning and predictive anomaly detection algorithms to reduce the attack surface for accounts, unnecessary access rights and privileges, and identify, predict and prevent breaches. Gurucul technology is used globally by large enterprises in finance, banking, insurance, manufacturing, hi-tech, pharmaceutical and retail.

