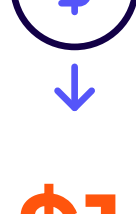


Fighting Financial Crime



\$1.28

trillion is spent annually by global financial institutions to combat financial crime.



\$1.45

trillion is the estimated total revenue lost annually due to financial crime.

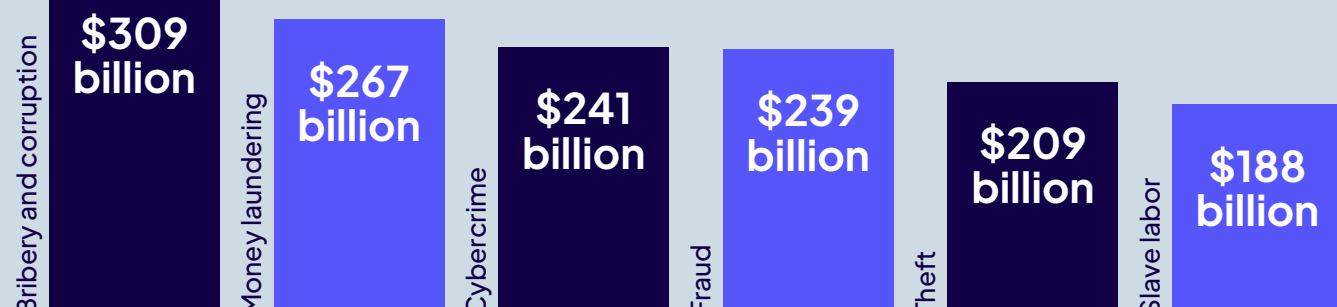


Yet only

1%

of criminal proceeds are **confiscated** by EU authorities.

Combined Revenue Lost to Financial Crime Over 12 months*



Fraud Prevention

Mitigate financial losses due to fraudulent activities.



Anti-Money Laundering

Track movement of illicit funds through the financial system.



Cyber Security

Protect the organization from digital intrusion.

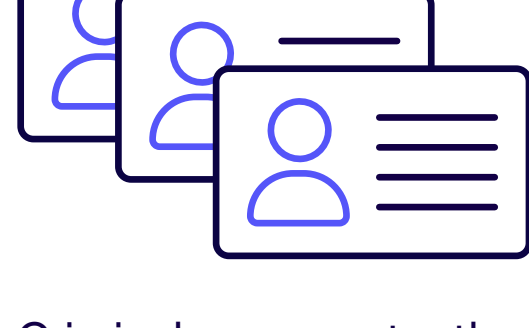


Internal Surveillance

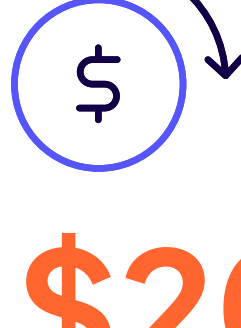
Monitor employee activity to deter rogue behavior.

Siloed Entities Create Gaps in Crime Mitigation

(Data, Technology, Tools, Processes)



Criminals are constantly innovating, for example, **creating fake identities** and fraud that is nearly impossible to detect.



The largest synthetic identity ring detected so far racked up losses of

\$200M

million from 7,000 synthetic IDs and 25,000 credit cards.**

Top 5 Data and Analytics Approaches to Fighting Financial Crime



1 Real-time Data Ingestion and Analytics



2 Machine Learning & Artificial Intelligence



3 Converged, Integrated Activities



4 Data and Analytics Anywhere



5 Unified Security, Governance, and Compliance

Cloudera's Vision for Fighting Financial Crime



Unified data and analytics platform

that supports shared analytics and collaboration across specialized financial crime units.



Holistic enterprise view

of all customer and financial crime related data, systems, models and processes.

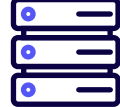


Unification of **best-of-breed vendor solutions** for fraud, antimoney laundering, cybersecurity, and surveillance.



Industrialization of machine learning & AI

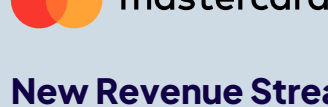
to support dynamic model updating and monitoring.



Hybrid architecture (on-prem & cloud) with support for multi-cloud environments.



Open source advances to ensure adoption of the latest technologies and algorithms.



New Revenue Streams with an Advanced Anti-fraud Solution

- **5x** increase in number of searches supported annually.
- **25X** increase in searches per customer daily.
- **Increased revenue** through new market expansion.



Understand Behavior to Generate Revenue and Fight Crime

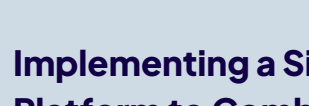
- **30%** reduction in the number of fraud incidents.
- **300%** increase in conversion rate and increased customer retention.



Large US Bank

Improves Fraud Capture Rates With An Omni-channel Approach

- **95%** improvement in fraud capture rates.
- **30%** decrease in number of alerts.



Implementing a Single Data Platform to Combat Financial Crime

- Protected **3.7M** customers from financial crimes with 95 new proactive control alerts.
- Reducing capital expenditures by US **\$3.2 million** and decreasing operating expenses by US **\$650,000**.

Download the full Fighting Financial Crime ebook [here](#).



*Refinitiv - "The true cost of financial crime - a global report (2018)" www.refinitiv.com/en/resources/special-report/true-cost-of-financial-crime-global.
 **The Federal Reserve - "Payments Fraud Insights (July 2019)" www.fedpaymentsimprovement.org/wp-content/uploads/frs-synthetic-identity-payments-fraud-white-paper-july-2019.pdf.

Contact us today for more information about Cloudera
 US: +1 888 789 1488 | Outside the US: +1 650 362 0488