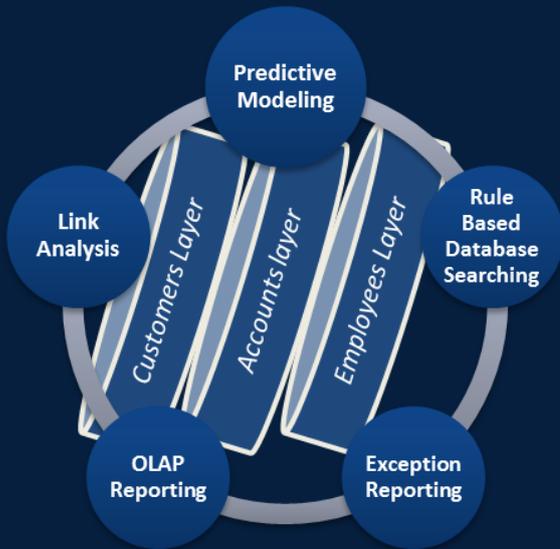


# IDCORP® Fraud Detection

Don't be the Easy Target



## The Strategy



Some of our data mining techniques are:

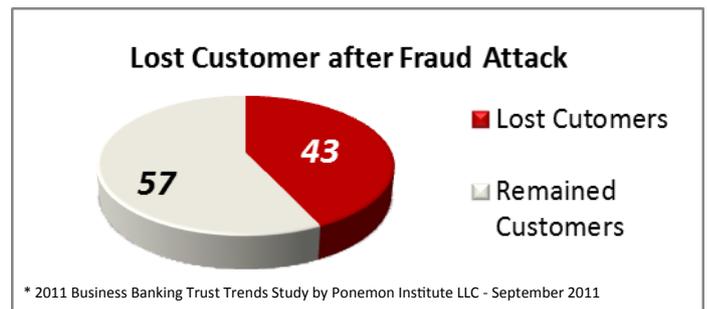
- **Anomaly detection** (Outlier/change/deviation detection), the identification of unusual data records that might be interesting or data errors and require further investigation.
- **Association rule learning** (Dependency modeling), we search for relationships between variables.
- **Clustering**, we discover groups and structures in the data that are in some way or another "similar", without using known structures in the data.
- **Classification** is the task of generalizing known structure to apply to new data.
- **Regression**, Attempts to find a function which models the data with the least error.
- **Rule Based Algorithm**, Rule engine is most critical component in the system. The expertise of our domain experts has been translated into formal rules bundle with a scoring system for pre-screening data for fraud or the possibility of reduced loss.

The final step of knowledge discovery from data is to verify the patterns produced by the data mining algorithms occur in the wider data set and the most important point in this process is that we tailor made these algorithms based on each customer's data specification and the learning model and operational patterns for each customer are exclusive to their data pool's characteristics.

## Why a Fraud Detection System?

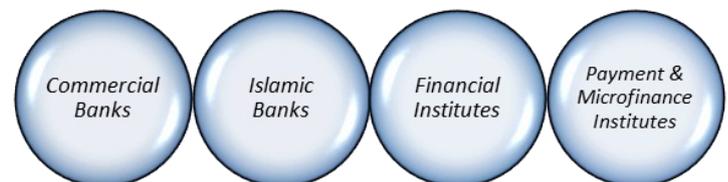
Based on a sample study of 500 US companies in 2011\*:

- **56%** said their business was a victim of attempted/succeeded banking fraud
- **55%** of them do not agree that their bank is proactive in limiting risky banking transactions
- **61%** also do not agree that their bank makes it too difficult to access bank accounts and conduct online transactions
- **43%** of offended businesses moved their banking activities elsewhere after a fraud incident



Multibillion dollar damages that fraudulent transactions cause every year, made it essential to use advance and effective approaches to secure today's banking business.

## Who needs a Fraud Detection System?



## How a Fraud Detection System cures?



# What Makes Us Different?

## Creating value for Our Customers

We try to create and deliver value to our customers; specifically our system has a reach rule engine of more than 600 carefully created rules which we earned it via our years of experience and the extent of our customer base.

## Tailor Made Solutions

We are flexible in catering all requirements of the banking entities and each and every of our customers will receive a tailor made solution which is highly relevant to our customers operations.

## Integrated hence Adoptive

We designed our Fraud Detection System as a part of our family of Business Intelligence Suite. While implementing this integration we made an excellent performance possible, we had in mind to walk by renowned methods and standards to make our Fraud Detection System highly adoptive to non-indigenous systems as well.

## Superior Product

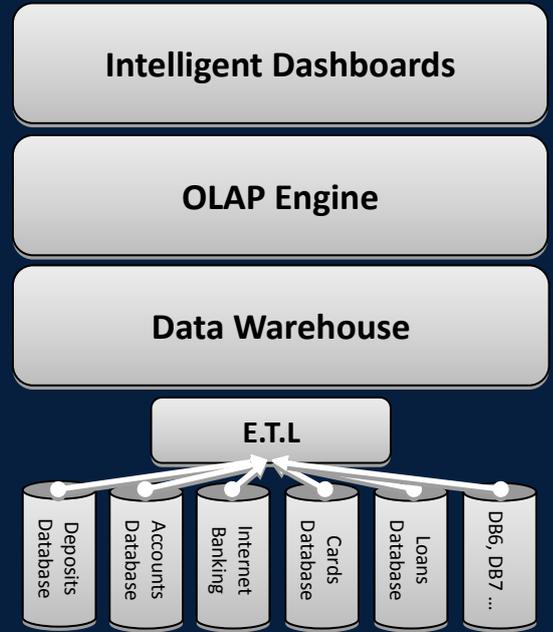
Our products are well acclaimed. We collaborate with our customers to wisely direct our innovations. We consistently assign around 20% of revenues to R&D, meaningfully more than the industry average. We provide a single, consistent, service oriented architecture (SOA), easy to fit in complex environments.

## Tangible Intelligent Solutions

One of the key advantages of our system is that it's a self-learning and evolving intelligent system; so it learns while it operates and as much data that it processes, it's generating more detailed and deepened results.

## Abilities and Components

All reports and tools are accessible via these result oriented and specifically designed dashboards:



## The Architecture

IDCORP Fraud Detection System architecture is consists of these three categories:

### 1. ETL Process

Extract, transform and load (ETL) is a process in database usage and especially in data warehousing that involves:

- Extracting data from outside sources
- Transforming it to fit operational needs (which can include quality levels)
- Loading it into the end target (database or data warehouse)

### 2. OLAP Process

Online analytical processing or OLAP is an approach to swiftly answer multi-dimensional analytical (MDA) queries.

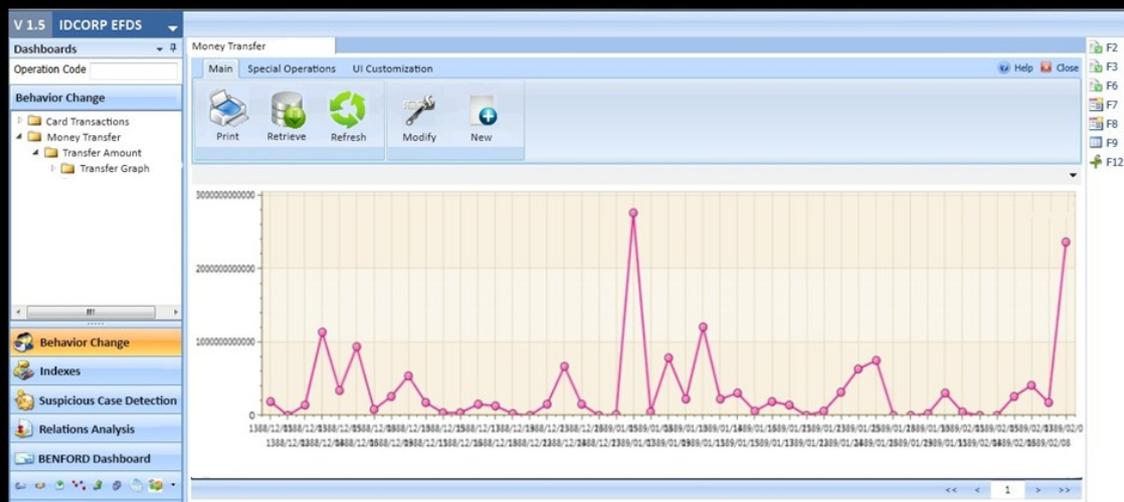
OLAP tools enable the system to interactively analyze multidimensional data from multiple perspectives. OLAP consists of three basic analytical operations; Consolidation, Drill-down and Slicing and dicing.

### 3. UI for Monitoring & Analyzing

In our system's user interface, further to essential monitoring and controlling tools, there are 5 intelligent dashboards to the perform core analytic and discovery operations.



- Customer's behavior change gauges
- Integrated profiling for individual risk showcase
- User-friendly and highly adjustable user interface
- Available on Smartphones & Tablets



- User behavior change diagram in money transfer transactions
- Efficiently designed and visually enhance reports
- User-friendly and highly adjustable user interface
- Available on Smartphones & Tablets

Copyright © 2011 Innovation & Development Sdn. Bhd. All rights reserved.

IDCORP Headquarters: 15.06, KH Tower, No. 8 Lorong P.Ramlee, 50250 Kuala Lumpur, Malaysia

Tel: +60 3 20262721

enquiry@idcorp.com.my

Fax: +60 3 20262724

http://www.idcorp.com.my