USING DATA AND ANALYTICS TO COUNTER FRAUD IN THE PUBLIC SECTOR

Micah Willbrand, Director of Identity and Fraud, Experian

AS DATA'S VALUE GROWS SO DOES THE RISK OF FRAUD

3/5

organisations say frauds increased in the past 12 months

57%

of organisations are experiencing rising year-on-year fraud losses

2020 Global Identity and Fraud Report, Experian

Data and insight help shine a light on two of the factors that may be behind these increases…

Economic pressure on the less affluent is increasing

The adoption of digital channels

BY 2025…

79.5 zettabytes

(or 79.5 billion terabytes) will be generated

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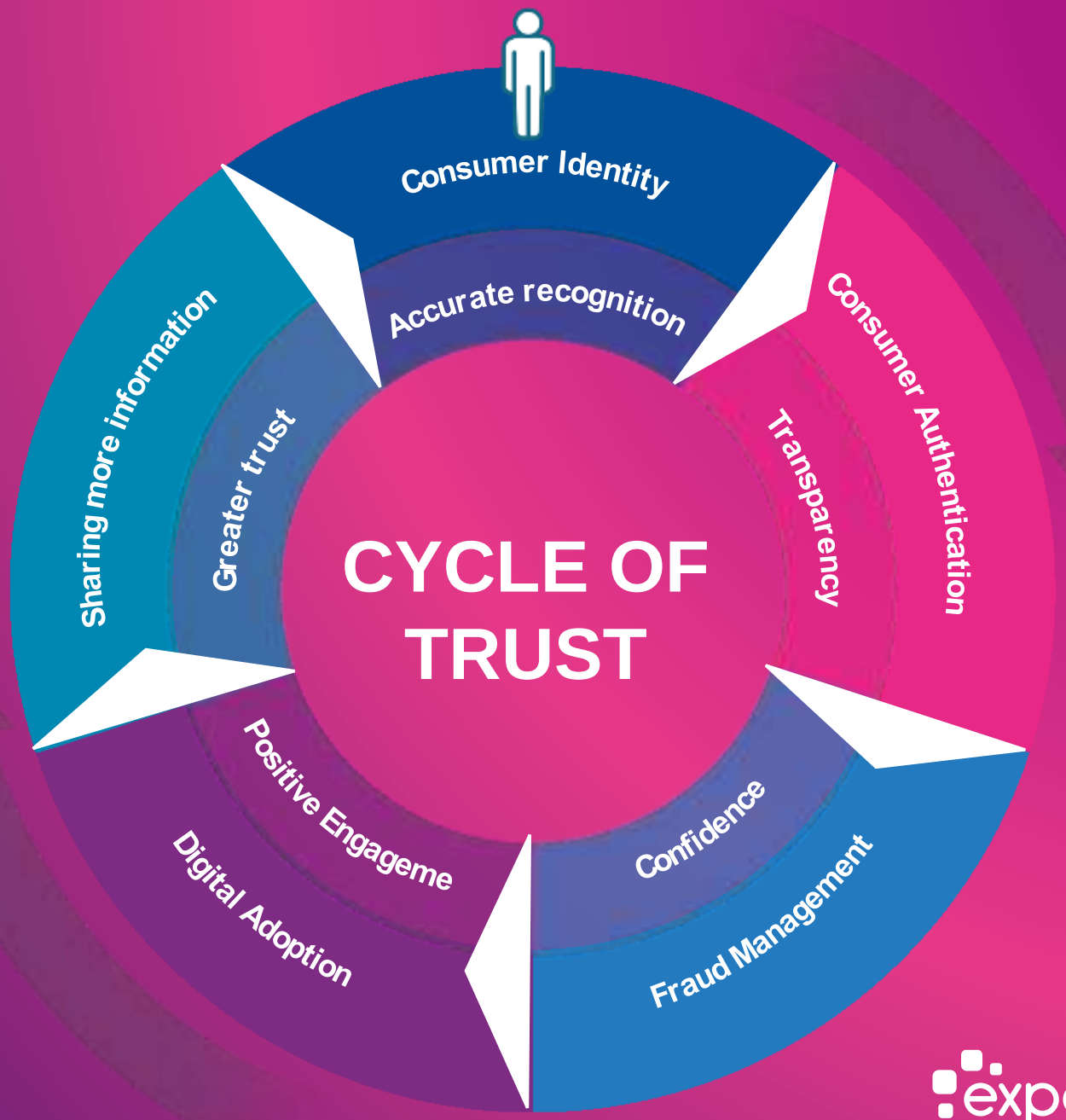
CREATING MEANINGFUL RELATIONSHIPS BETWEEN ORGANISATIONS & CITIZENS



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CHALLENGING ORGANISATIONS TO THINK DIFFERENTLY ABOUT CITIZEN ENGAGEMENT

STARTS WITH EMBEDDING A DATA MINDSET

- Data helps us **understand reality**
- Data helps us **explore solutions**
- Data helps us **deliver solutions**
- Data helps us **monitor and learn**

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QUESTIONS TO CONSIDER ACROSS DATA

- Frequency and patterns
- Uniqueness
- Format
- Statistical significant

TRANSPARENCY SHOULD BE KEY WHEN WORKING TOWARDS IMPROVING DATA QUALITY

- The publishing of governance standards
- Data definitions
- Data processing taking place
- Continuous improvements

HOW DO WE DIG INTO THE DETAIL?

DATA QUALITY

Look at data attributes individually to evaluate what good quality looks like

- Contact data attributes
- Review assumptions continually

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EMERGING IDENTITY PROPOSITIONS ARE PROMISING SECURITY AND CONVENIENCE

90%

of businesses feel new identity propositions play an important role for re-recognising their citizens

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AUTHENTICATION HOLDS TREMENDOUS PROMISE

86%

consider the use of advanced analytics, like AI, to be important for fraud prevention

45%

are actively pursuing a hybrid with ML leveraging both unsupervised and supervised models with business rule logic

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EFFECTIVE FRAUD PREVENTION DOES MORE THAN STOP FRAUD

- Prevent fraud and reduce losses but promote citizen engagement

SO HOW DO YOU ACHIEVE BOTH?

- Right level of protection for different transactions

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MOST CITIZENS AREN’T AWARE OF WHAT’S HAPPENING BEHIND THE SCENES TO KEEP THEM SAFE

- 15 billion fraud events this past year – over 3,300 events per second
- 300 fraud specialists around the world

- Access to this expertise
- Best-in-class industry solutions
- Developing strategies

- Stop fraudsters without stopping good citizens.

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THANK YOU
Q&A