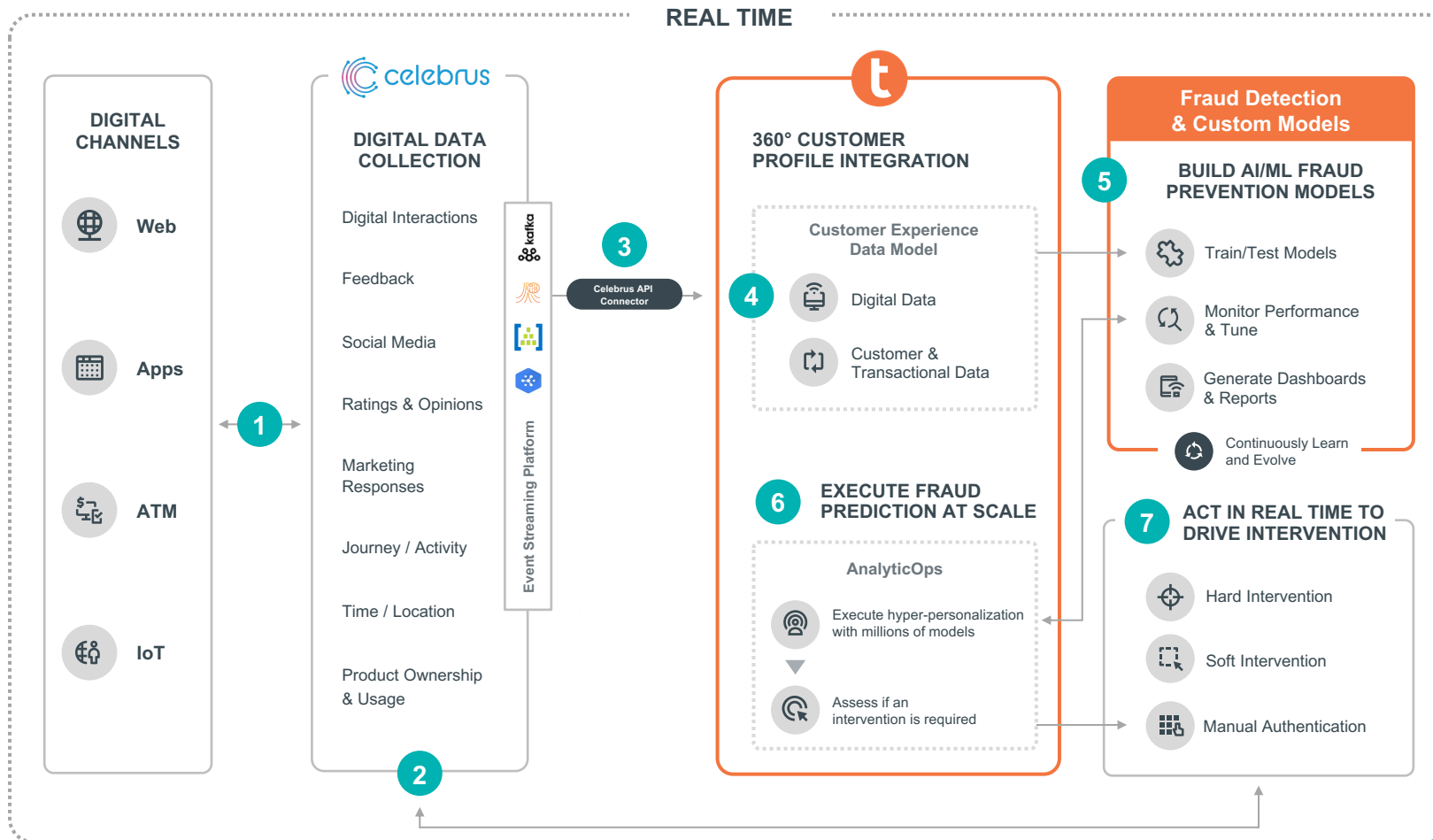


Fraud Prevention

This overview shows how to establish a real-time, hyper-personalized behavioral fraud solution with Teradata Vantage™ and Celebrus to prevent fraud, improve the customer experience, reduce losses, and increase business efficiency.



- 1** Monitor and track all user interactions across digital channels with Celebrus.
- 2** Identity match to tag the same user across multiple sessions and channels and build an identity graph with Celebrus.
- 3** Ingest data capture in real time via a pre-built Celebrus API Connector.
- 4** Ingest and integrate Celebrus data continuously into a pre-built Customer Experience Data Model within Vantage, creating a contextual view of each transaction.
- 5** Enable data scientists and analysts to build sophisticated fraud models using Vantage's advanced analytic capabilities and third-party analytic tools and languages.
- 6** Execute predictive fraud models in real time with an AnalyticOps framework.
- 7** Act in real time and stream back to the channel where the user is live.