Outsmart scammers with ARIC™ Risk Hub

ARIC Risk Hub enables financial services organizations to detect and stop scams by utilizing a unique combination of Adaptive Behavioral Analytics, and machine learning.

ARIC Risk Hub converges multiple data attributes from customers and entities across their lifecycle within a financial institution, buidling complex behavioral profiles.

ARIC Risk Hub learns from and adapts to the slightest deviations in behavior, comparing each event to the profile, across a range of different entities simultaneously, in milli-seconds to determine any anomalies. It's this understanding of what genuine behavior looks like that enables the accurate recognition of genuine customers without blocking their activity while stopping fraud and scams - both low value or high-volume - in its tracks.
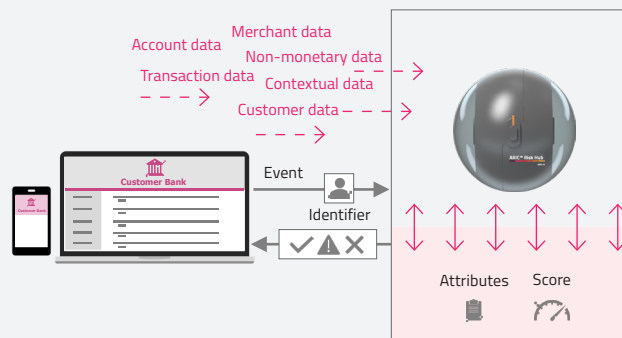

One ARIC Risk Hub, multiple solutions

Understanding genuine behavior is key to fighting scams

Traditional approach to transaction monitoring
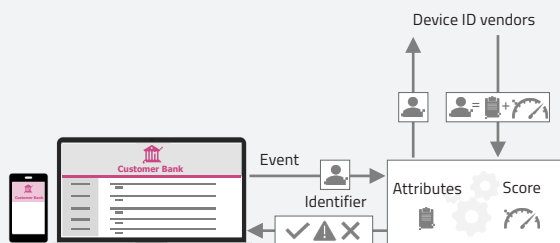
- Looks for historical fraud patterns
- Checks for known bad devices
- Assigns no context to individual transactions

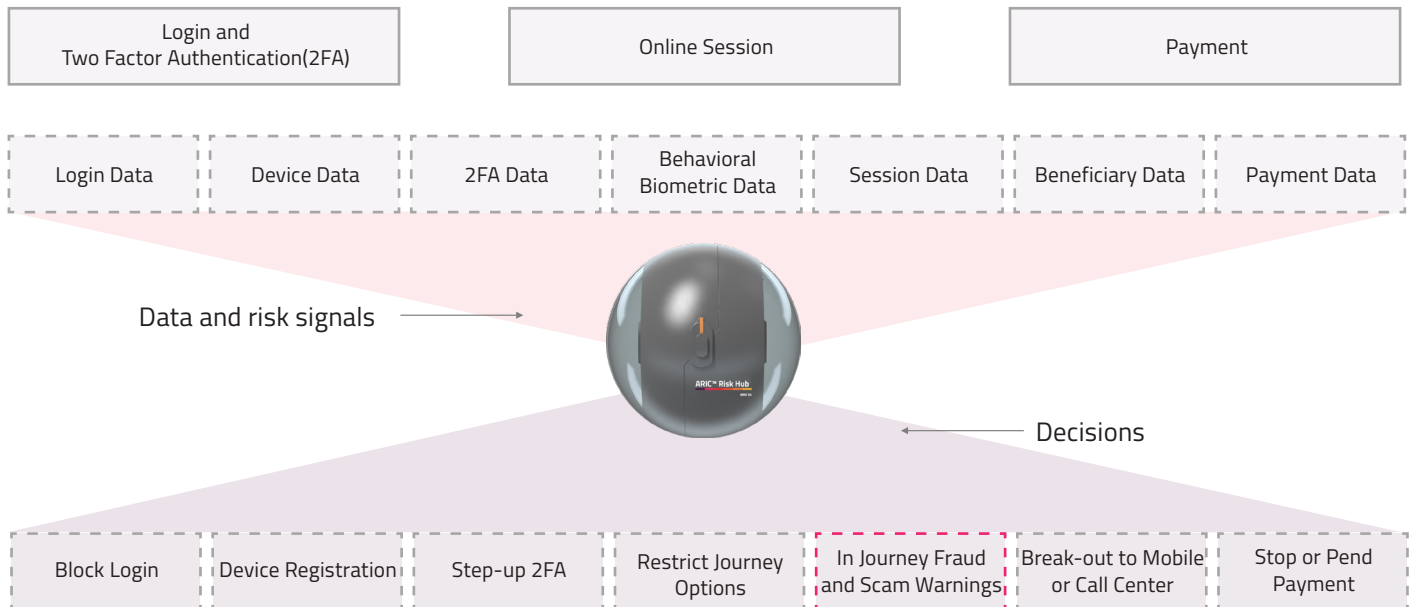### Comprehensive protection against scams in real time

- Analyzes events: both monetary and non-monetary data
- Profiles genuine behavior over time for each customer and other entities so there is no need for device behavior in the score
- Identifies deviations: unusual patterns, threshold violations, e.g. with limited vision of the device used in a scam during API payment events like open banking, ARIC Risk Hub will check the transaction against the profile

Data and signals indicative of popular scams:

Scam type	Entity profiled	Indicator of scam example
Impersonation scam	Victim	New or changed beneficiary
Romance scam	Victim	Gradually increasing payments
Investor scam	Beneficiary + Victim	One-off large payments

How ARIC Risk Hub combats scams

Login and Two Factor Authentication(2FA)			Online Session			Payment
Login Data	Device Data	2FA Data	Behavioral Biometric Data	Session Data	Beneficiary Data	Payment Data

Data and risk signals →

← Decisions

Block Login	Device Registration	Step-up 2FA	Restrict Journey Options	In Journey Fraud and Scam Warnings	Break-out to Mobile or Call Center	Stop or Pend Payment

ARIC Risk Hub profiles behavior across the user journey, orchestrating decisions and actions in real time

Data and indicators

- ARIC Risk Hub empowers financial institutions to make more accurate, effective and efficient decisions by utilizing more data and risk signals across the customer journey using strong profiling capabilities for victim and beneficiary data points.

- The platform's architecture enables seamless ingestion of event data from host and third-party systems in real-time to enrich the holistic customer view across multiple control framework layers.

- By assessing the whole customer journey, ARIC Risk Hub is able to understand unusual and out-of-character behavior.

Customer awareness and effective in-journey warnings

- ARIC Risk Hub can further be used to orchestrate risk decisions across the control framework, including risk-based "Effective Warning" messages to provide a more holistic fraud management approach.

- In session, risked based warning messages are displayed when a victim is at risk of being scammed.

- Comprehensive clear advice and guidance around scams.

Consistent labeling of confirmed scam cases

- ARIC Risk Hub enables fraud teams to categorize scam cases to deliver robust, targeted strategies to resolve different types of scams.

- Optimal models and rule performance with diverse thresholds and triggers are easily applied depending on the type of scam.

- Additionally, analyst feedback into ARIC Risk Hub improves the machine learning model to identify new scams while maintaining a low false positive alert ratio.

Book a demo to discover why ARIC Risk Hub is the ultimate defense against scams.

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