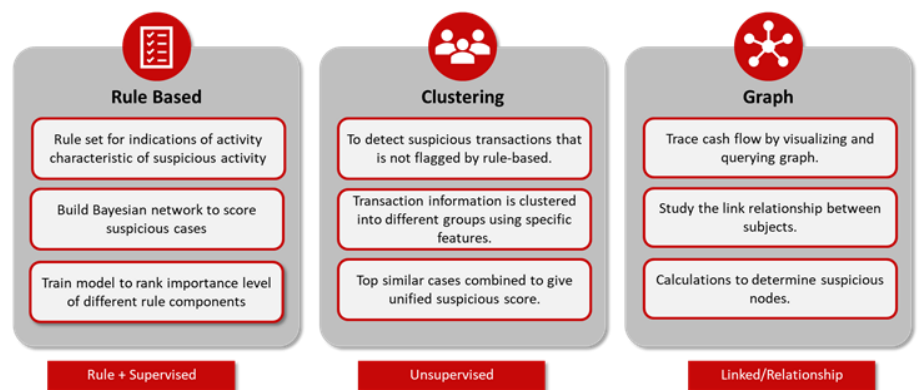## OVERVIEW

KewDetect empowers fraud detection by implementing a comprehensive Artificial Intelligence (AI) approach which includes a series of proven Machine Learning (ML) detection models and knowledge graph to ensure the detection accuracy and enhance predictive results in near real-time manner. It allows users to minimise fraudulent loss by preventing fraud occurrence and eliminate times and efforts for manual internal auditing which are more effective than the current traditional methods of fraud detection. The illustration below shows the implementation of comprehensive AI approach for KewDetect:

KEY FEATURES & BENEFITS

Highly Accurate Fraud Detection with AI-powered Comprehensive Scoring Methods

A solid architecture to cover both fast data (for streaming transactions like ATM) and big data (pattern based, customers & merchants' level) that consist of multiple AI approaches is implemented to enhance the fraud detection accuracy which includes the methodology of rule based, supervised, unsupervised and knowledge graph. The main objective of the comprehensive AI approach is to "Leave No Stone Unturned". KewDetect uses existing rules within the organizations and other common rules as baseline labels to train the supervised machine learning models. The results of which will be sent to unsupervised machine learning models to further predict the undetected suspected transactions or accounts in earlier processes. Lastly, all data are to ingest into
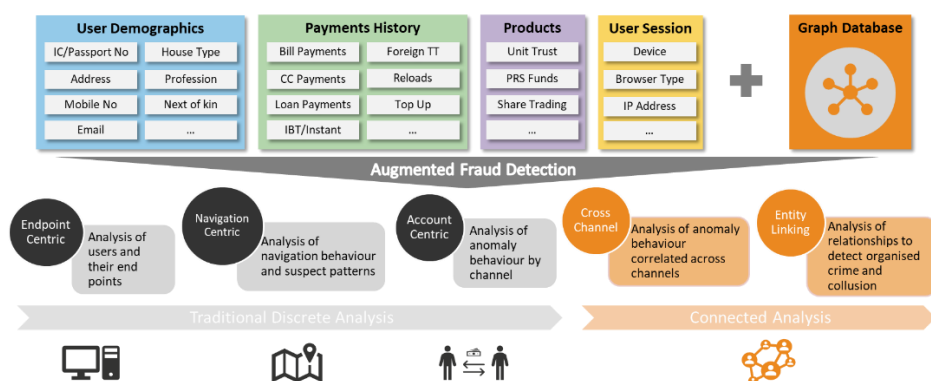
Key Features

- Hybrid analysis flow with multiple ML detection approaches
- Combine data with network analysis
- Automated fraud detection with Artificial Intelligence
- Analyse multiple relationships and interactions with graph analysis

knowledge graph to rapidly determine the relationship between transactions and entities

Mitigating Business Risk with Network Analysis through Knowledge Graph

KewDetect implements knowledge graph with network analysis to analyse the anomaly behaviour correlation across channels and the relationships to detect organised crime and collusion in knowledge graph. It also combines the typical internal data with alternative data to discover predictive outcomes and insights for pre-emptive fraud detection in order to reduce business risk.

Key Benefits

- Enhance fraud detection accuracy with comprehensive AI approach
- Prevent frauds with automated fraud detection
- Reduce business risk by combining data with network analysis
- Reduce false negatives and false positives

Related Product

- [KewMann Artificial Intelligence (KAI)](#)

Reduce false negatives and false positives in detection

The high-accuracy predictive outcomes and detection results from KewDetect allows users to answer crucial questions like who are today's fraudster, what types of fraud are there, what characteristics do they share and etc. Besides, it analyses the big data to identify patterns and clusters and predict action effectively.   The potential benefits of automating fraud detection include:

- **Focus** – Clock anomalous transactions
- **Customization** – Modify actions to increase impact
- **Optimisation** – Predict future patterns and prevent fraud
- **Increase Detection** – Enhanced approach across touchpoints

Learn More

Get yourself a free consultation specifically for your organisation with KewMann expert at https://www.kewmann.com/company/contacts.

About KewMann

KewMann is the only data and behavioural science company in Asia that acquires, analyses and applies data to predict and influence human behaviours. In an increasingly digitalised world, KewMann believes that organisations must fully leverage all structured and unstructured data to gain deeper insights about the customers and employees in order to deliver products or services that could effectively and efficiently achieve organisational goals and gain the ability to influence the desired outcome.

Singapore	**Malaysia**	**Hong Kong**
KewMann Pte. Ltd.	KewMann Sdn. Bhd.	KewMann Limited
12 Marina Boulevard, Marina Bay Financial Centre Tower 3, #17-01, Singapore 018982	Unit 32-01, Level 32, Tower B, The Vertical Corporate Towers Avenue 10, Bangsar South, No.8, Jalan Kerinchi 59200, Kuala Lumpur, Malaysia.	9/F, 33 Des Voeux Road Central, Hong Kong

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