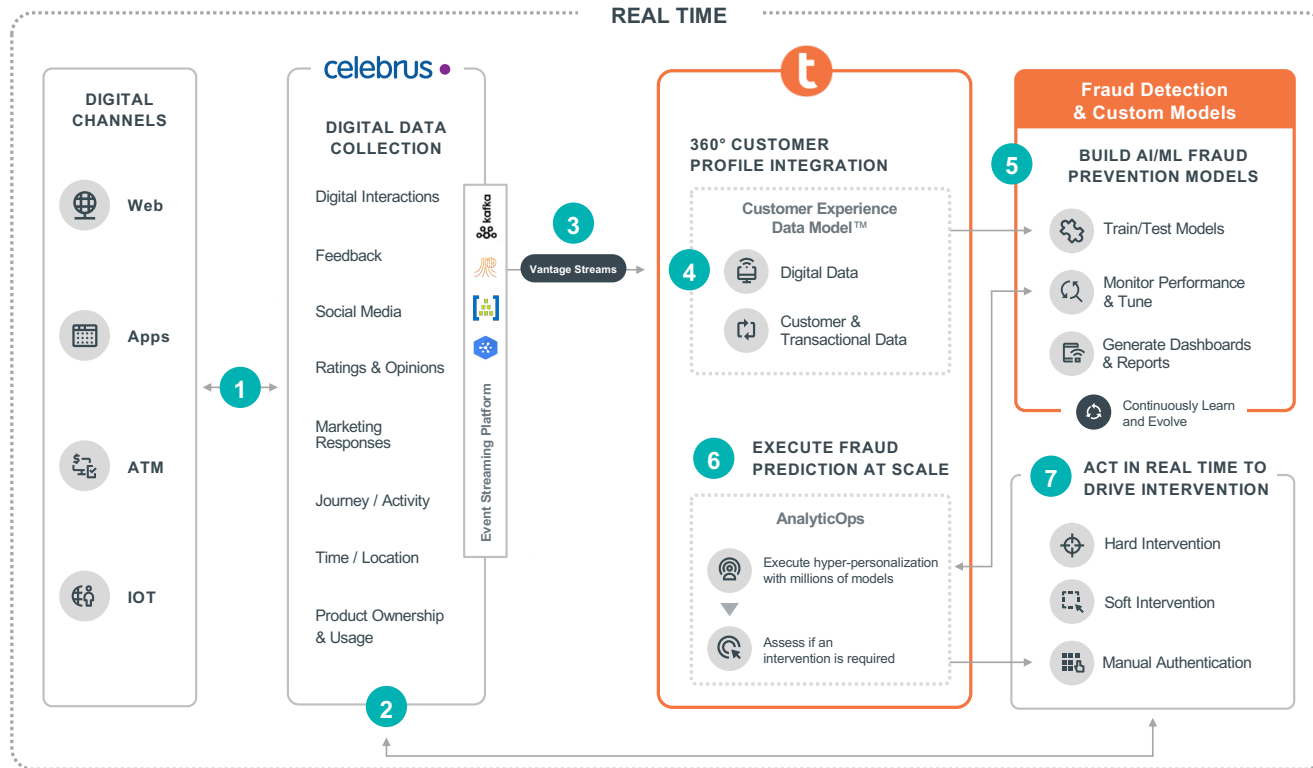


Fraud Prevention

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



1 Monitor and track all user interactions across digital channels with Celebrus.

2 Identity match to tag same user across multiple sessions and channels and build an identity graph with Celebrus.

3 Leverage Vantage Streams' low latency, high throughput data pipelines to ingest Celebrus data capture in real time via a pre-built Kafka Connector (*Confluent Kafka, Amazon Kinesis, Azure Event Hub, or Google Cloud Pub/Sub*).

4 Ingest and integrate Celebrus data continuously into the pre-built Vantage Customer Experience (CX) data model, creating a contextual view of each transaction.

5 Enable data scientists and analysts to build sophisticated fraud models, using Vantage 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.