Harness the power of artificial intelligence to solve complex business challenges



Current landscape

Organizations must find a way to capitalize on the 2.2 billion gigabytes of data produced every day

50B connected devices by 2020

of the data that exists today was created in the last 2 years

increase in data repositories in the next 4-6 years



What is Al?

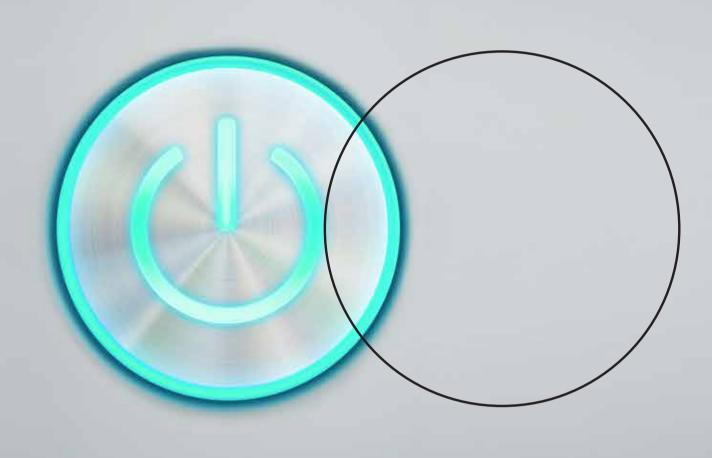
Artificial Intelligence (AI)

Systems that can learn to identify and classify complex patterns in real-time, based on collected data, and predict events with a high degree of accuracy

Machine Learning (ML)

A subset of AI technology that can systematically learn from experience without any explicit programming or redevelopment

Swiftly and smartly switch-on Al in a matter of weeks



A 5-8 week engagement that rapidly develops industry-leading AI models around a specific business challenge using your organization's historical data

Six phases of engagement from discovery to deployment



Business understanding

Determine business objectives and success criteria



Data understanding

Collect, describe, explore and validate data

BRIGHTERION



preparation Select, clean, construct

and integrate data



Modeling Select modeling

techniques and determine model building iterations



Evaluation Evaluate results and

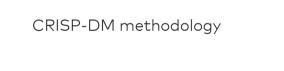
review processes to determine next steps



Deployment know-how Review deployment

options and create a high-level deployment plan

5 - 8 WEEKS



BRIGHTERION & CUSTOMER

Transformative technology Mastercard delivers mission critical AI solutions powered by Brighterion,

enabling customers to take advantage of this powerful technology 200 +

60,00+ Over 60,000 transactions per second (75B+ annually) are processed through

Brighterion software

74/100

74 of the largest 100 US banks use

Brighterion-powered software

Over 2000 clients across key verticals such as financial services, merchants and

healthcare use Brighterion software 5-8 Wks

Production ready custom models

in as little as 5 weeks

Al can facilitate complex decision making for mission critical applications in diverse industries

ortunities

Customer Attrition Product Recommendations

be individually relevant across a large customer base

Credit Delinquency

Pinpoint future delinquencies and act

Identify and predict customer Optimize product recommendations to attrition with an all-encompassing view

of the customer journey and interaction

Acquirer Operational Excellence

Help acquirers make better decisions for onboarding, risk and operational processes

- 1. McKinsey Analytics, Crossing the Frontier: How to apply Al for impact, June 2018 2. Cisco, Growth of the internet of things 2017 3. IBM, 10 Key Marketing Trends for 2017

mastercard

on them before they occur

4. Mastercard research, 2018

mission critical artificial intelligence