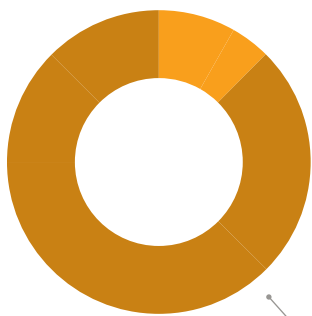


# From data to intelligence in 6-8 weeks with **AI Express**



## AI EXPRESS DATASHEET



90%  
AI implementation  
failure rate  
without training  
by 2022

### What is AI Express?

A proven methodology that builds a custom AI solution in 6-8 weeks and prepares customers for easy deployment.

### What are the outcomes of AI Express?

Using your historic data in any format, AI Express produces:

- A custom AI working model
- Results you can compare and contrast to existing AI
- An ROI business case for proof of concept
- A future-proof deployment plan

One of the most persistent challenges of implementing a new artificial intelligence (AI) system is time. Many companies will take months or even years to build a model that addresses an organization's needs, populate it with data, and get it up and running.

But first consider this: 90% of enterprises that will invest in products for deep-learning AI capabilities by 2022 will see little benefit without training (Gartner, 2018). At Brighterion, we work closely with you to identify the correct data, build your model and train you on how to use it.

Brighterion addresses these initial challenges with AI Express, our proven methodology that will deliver your working model quickly and effectively.

### Transformative technology

You have an organization to run and our mission is to get you working better, faster, more efficiently. Your organization has seen and will continue to see exponentially growing digital datasets. Brighterion's best performing AI and machine learning platform was built to help you get the most out of your data.

While many of our competitors rely on a manual process to build your new system, AI Express uses Brighterion's technology to build a personalized model designed to meet your business needs.



6-8 WEEKS

# Introducing AI to build your model



## Building your model

Your personalized model will be built by Brighterion AI using your historical data to ensure immediate savings. This and future data are received from any source, in any format, and Brighterion AI enriches it using both artificial intelligence and machine learning. Unsupervised and supervised learning improves outcomes over time, creating AI models that grow and mature with the ever-changing behaviors of fraudsters.

While many of our competitors use a selection of legacy database-driven technologies, only Brighterion AI brings a powerful, distributed file system specifically designed to store knowledge and behaviors. This distributed architecture allows lightning speed response times (less than 10 milliseconds) on entry-level servers as well as end-to-end encryption and traceability.

Our distributed architecture also allows for unlimited scalability and resilience to disruption as it has no single point of failure. We guarantee 99.9999% uptime.



## Six phases of engagement from discovery to deployment

1

### Business understanding

Determine business objectives and success criteria

2

### Data understanding

Collect, describe, explore and validate data

3

### Data preparation

Select, clean, construct and integrate data

4

### Modeling

Select modeling techniques and determine model building iterations

5

### Evaluation

Evaluate results and review processes to determine next steps

6

### Deployment know-how

Review deployment options and create a high-level deployment plan

6 - 8 WEEKS

● BRIGHTERION & CUSTOMER ● BRIGHTERION

CRISP-DM METHODOLOGY

# How do we do it so quickly?

**"Brighterion's scalability is over twice that of its closest competitor in this regard, boasting 62,000 TPS in production. Its streaming infrastructure with no underlying databases is a key driver of this impressive performance."**

*AIM Evaluation: Fraud and AML Machine Learning Platform Vendors*

**AITE GROUP**

1

We accept any data in any format. You simply provide the raw data and Brighterion handles the rest.

2

We draw upon a full suite of AI tools, using our patented technology to help solve your pain points.

3

We make sense of your data and how it will be used in your organization.

4

Our technology, not a small army of data scientists, builds your model drawing on the best of AI and machine learning tools.

By the end of the program, you will be able to demonstrate compelling results against your pain points, produce an AI business case for your company, and choose if Brighterion is right for you. When your organization is ready to deploy the Brighterion platform, we'll be there to coach you on how to use the new knowledge and bring it to all areas of your business.

**Contact Brighterion to discover why Brighterion AI is critical to your business**

1 415 986 5600  
sales@brighterion.com  
brighterion.com

## About Brighterion

Brighterion, a Mastercard company, was founded in 2000 and acquired by Mastercard in 2017. The company delivers a leading artificial intelligence and machine learning platform that provides real-time intelligence from any data source, regardless of type, complexity or volume. The platform secures billions of transactions every month and is used and trusted by many of the world's leading organizations and governments in applications for payments, AML and compliance, financial markets, security and defense, healthcare, Internet of Things, marketing and more.

Brighterion AI is a patented technology with self-learning processes. The company has received multiple awards including the Innovation World Series Award and the Morgan Stanley Fintech of the Year Award. Brighterion was designated a 2017 Cool Vendor by Gartner, Inc.

