

Brighterion Smart Agents

Brighterion AI is powered by its patented Smart Agent technology, providing personalized, real-time decisions for critical business operations.

One customer experienced the following benefits after switching to Brighterion AI:

ANOMALIES DETECTED

+200%

FALSE ALERTS

8,300 → 300

RULES TO MANAGE

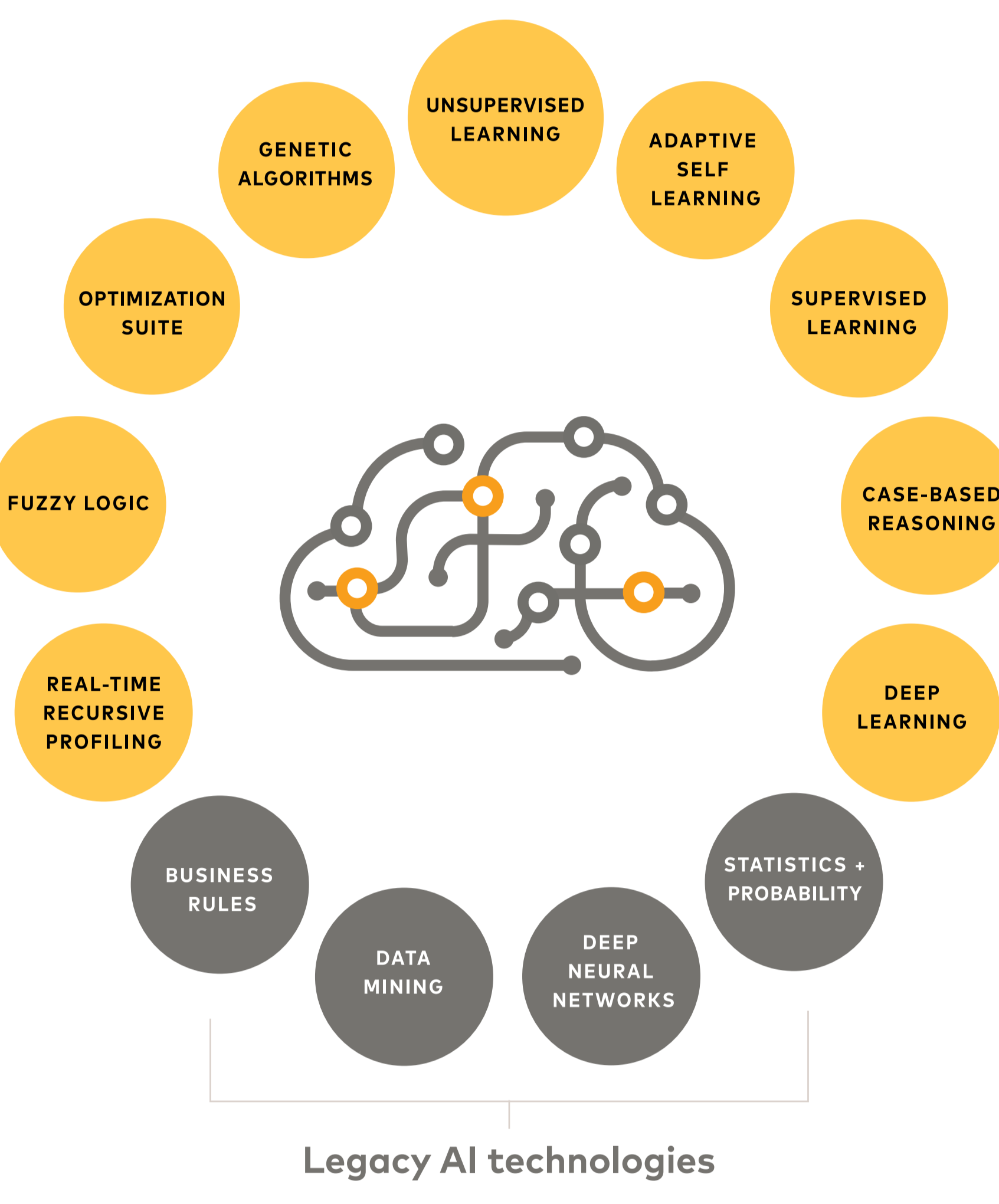
50,000 → 12



What are Smart Agents?

Smart Agents is the only technology with the ability to overcome the limits of legacy machine learning, allowing personalization, adaptability and self-learning. Smart Agents create a virtual representation of each entity to build a profile from the entity's actions. Smart Agents learn in real time from every transaction to evolve models that increase detection rates, decrease operational costs and false positives, and scale with your data.

The tools of Smart Agent technology



DATA VERSATILITY

Creates robust profiles of entities from all your data sources and multiple channels regardless of volume, velocity, or complexity



SEGMENT OF ONE

Enables decision making specific to each profile based on its unique behavior and traits



UNSUPERVISED LEARNING

Overcomes legacy limitations through personalization, adaptability and self-learning to automatically identify and respond to anomalous activities

Limitations of legacy AI + ML

1 2 3 4 5

1 Database driven

Expensive data warehouses and servers
Potential for data breaches and system failures

2 Narrow business rules or case-based logic

Can't identify new behaviors
Often based on yes/no logic

3 Thousands of false positives that need to be manually assessed

Most alerts are false and based on narrow rules
Wastes time and money on investigations

4 Limited self learning

Can't adapt to new unidentified behaviors
Doesn't automatically update profiles

5 Lack of personalization

No individualized profiles for each entity
Use static, generic categorization

How Smart Agents are different: scalable AI modeling and storage



How Smart Agents work

1. Data collection

Collect data on individual entities (e.g. users, accounts, devices) directly from customer data streams in real time

2. Data tracking

Create and associate unique identifiers to each entity to track over time

3. Data enrichment

Consolidate entity data into a single dataset, while adding or removing data fields based on statistical relevance

4. Model development

Build, train, and iterate AI model to identify patterns based on incoming entity behaviors

5. Entity scoring

Generate a real-time score for each individual entity, which feeds into the customer's decision engine (e.g. for relevant targeting, risk flagging)

6. Adaptive learning

Refresh the model's knowledge based on the evolving data patterns of individual entities

New entity data feeds back into model development

100K+

Decisions processed per second

99.99999%

Guaranteed uptime

<10 MS

Response time

10-20X

Fewer false positives

2-4X

Increased detection rates

Industries we serve



Payments



Financial Institutions



Healthcare