

DEVICE RISK ANALYTICS



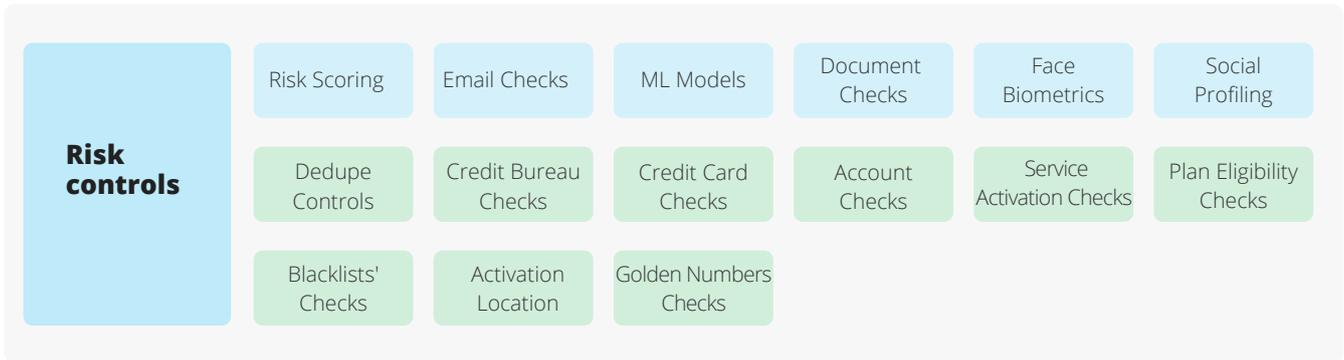
In recent years, handset/device sales have become an increasingly important contributor to the telecom operator's overall revenue. The number of smartphone users and devices sold has significantly increased over the past few years. Although the expansion in Device related sales has helped operators increase their revenue, fraudsters have been quick to exploit the loopholes through various fraud techniques. As per the RAG RAFMCS Survey 2021, handset crime accounted for \$1.87 bn.

To combat this growing threat, Subex's solution helps you detect and block handset and other device fraud activity across retail POS, telesales, and other digital channels with real-time machine learning (ML) based risk scoring. Our solution provides extensive fraud coverage via a range of detection techniques to help you avoid major financial and reputational costs associated with device fraud.



For more information write to info@subex.com
Regional offices: Dubai | Ipswich

The comprehensive set of fraud controls that Subex's solution offers



KEY HIGHLIGHTS

01 AI/ML-based Risk Scoring

Evaluates every incoming order and assigns a risk score based on various features in real-time to help in faster decision-making.

02 Advanced Rule Management

Monitors fraud with simple threshold-based rules to complex rules like rule combination, ratio-based, distance calculation, etc. A smart pattern feature helps to monitor the sequence of activities by fraudsters.

03 Enhanced Link Analysis and Visualization

Provides a graphical representation of data using link analysis between various entities across orders and other data sources.

04 Business & Fraud Insights

Provides various insights like fraud loss averted, rule performances, etc. to business & fraud managers in near-real-time.

05 API Integration

Integrates easily with APIs for credit scoring, device fingerprinting, email ID/domain risks, etc.

BUSINESS BENEFITS



Safeguard Revenues:

With a combination of rule engine and ML models, ensure enhanced fraud detection to protect your business proactively.



Proactive Risk Mitigation:

Easy API-based integration allows real-time decisions and enables proactive fraud control



Rapid ROI:

With the value of handsets ever-increasing, Subex's solution can help deliver rapid ROI on the controls



Improved Customer Experience:

Identification of account takeovers and other related frauds, thereby ensuring an enriched customer experience

About Subex

Subex is a pioneer in enabling Digital Trust for businesses across the globe. Founded in 1994, Subex helps its customers maximise their revenues and profitability. With a legacy of having served the market through world-class solutions for business optimisation and analytics, Subex is now leading the way by enabling all-round Digital Trust in the business ecosystems of its customers. Focusing on risk mitigation, security, predictability and intelligence, Subex helps businesses embrace disruptive changes and succeed with confidence in creating a secure digital world for their customers.

Through HyperSense, an end-to-end augmented analytics platform, Subex empowers communications service providers and enterprise customers to make faster, better decisions by leveraging Artificial Intelligence (AI) analytics across the data value chain. The solution allows users without a knowledge of coding to easily aggregate data from disparate sources, turn data into insights by building, interpreting and tuning AI models, and effortlessly share their findings across the organisation, all on a no-code platform.

Subex also offers scalable Managed Services and Business Consulting services. Subex has more than 300 installations across 90+ countries. For more information, visit www.subex.com

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