

# Novetta Entity Analytics and HDP for Financial Services



## Partner Brief for Fraud Analysis



*"The problem with fraud is these guys try to look normal. If they are on a watch list, they will use a new name to attempt to hide their identity. We have been detecting this type of behavior for law enforcement and can now apply this know to Financial Services for fraud detection. Our unique matching and linking technology combined with our online data acquisition software is increasing efficiency and helping uncover hidden fraudsters and suspicious activity that would be missed. Through our partnership, enterprise risk organizations can jumpstart their ability to acquire, integrate, manage, and analyze data to improve the effectiveness and efficiency of their fraud analysis and detection."*

Jim Cushman

SVP

Commercial Division, Novetta

Perpetrators of fraud are not easy to identify. They will often mask their identities to evade detection. With multiple lines of business and geographies each with their own reporting requirements and fraud tolerance, you need a solution to provide a clear global view of the customers, organization and events so that you can quickly detect suspicious activity and hidden fraud across your enterprise.

Novetta Entity Analytics was designed to address the unique challenges of fraud. With its integrated data acquisition, integration, refinement, and analysis workflow, Novetta Entity Analytics is able to analyze, decompose and map attributes from a wide variety of data sources into models of a person, organization, location, product or event. Then, using advanced statistical techniques; Novetta Entity Analytics is able determine where two records refer to the same individual or organization, even if the names or different and/or altered. It then constructs a complete, integrated, 360-degree view of customers, organizations, locations, and events and their relationships. Using these relationships in combination with business fraud rules, Novetta Entity Analytics can provide Fraud Analysts those entities and relationships that indicate suspicious behavior and fraud patterns.

## Entity Analytics Value

### Accelerate Analytical Reporting Insights

Accelerates operational insights by constructing complete views on persons, organizations, locations, products, or events. Analyzes these views and their relationships looking for behavioral patterns indicative of fraud and/or compliance violation.

### Improve Business Decisions

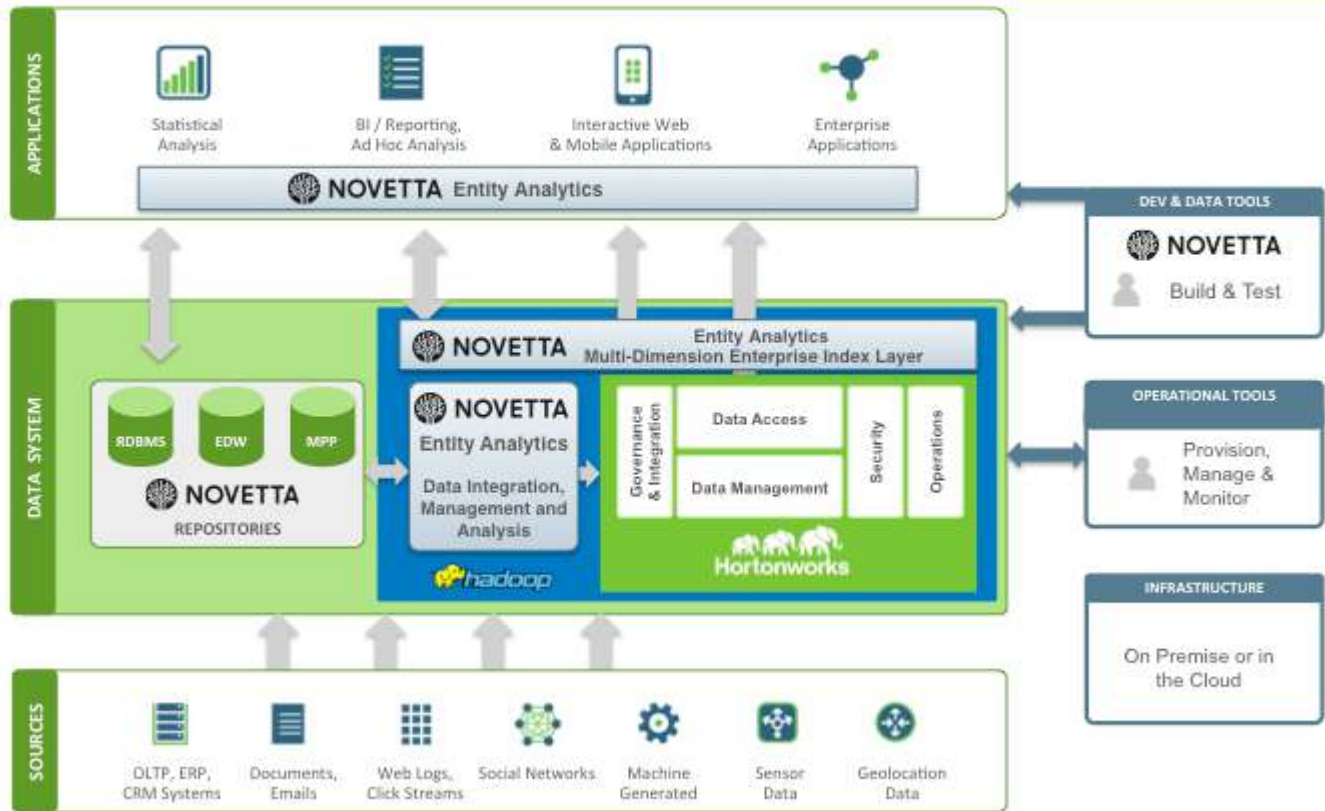
Improves enterprise fraud detection and ensures compliance and quickly bring together transactional, watch list, customer, and new account data with a fully integrated data acquisition, integration, and analysis workflow

### Lowers Costs

Lowers costs with its proven track record of solving large complex data integration and management problems using a predictable, linearly scalable HDP platform.

Enables the use of greater volumes of internal, third party and external data at lower costs.

# Novetta in the Modern Data Architecture



## Novetta Entity Analytics and Hortonworks Data Platform

Novetta Entity Analytics runs natively within HDP leveraging Ambari, Knox, H-catalog, HIVE, Pig, Yarn, and HDFS and performs multi-source integration to form complete, integrated, views of people, organizations, products, locations, and events and their relationships and behaviors across the enterprise to enable Fraud Analysts better detect fraud and compliance violations.

## Novetta Solutions is a Certified Technology Partner and YARN Ready

The Hortonworks Certified Technology Program reviews and certifies technologies for architectural best practices, validated against a comprehensive suite of integration test cases, benchmarked for scale under varied workloads and comprehensively documented.

Novetta Identity Analytics is an application that has been certified as YARN Ready, and uses the resources of the customer's Hadoop system to process Hadoop data in-place, without interfering with other YARN Ready tools and applications.



## Hortonworks. We do Hadoop.

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing and analyzing Big Data. Hortonworks Data Platform, our distribution of Apache Hadoop, provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

Hortonworks is the trusted source for information on Hadoop, and together with the Apache community, Hortonworks is making Hadoop an enterprise data platform. Hortonworks provides unmatched technical support, training and certification programs for enterprises, systems integrators and technology vendors.

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