



# What is AI and Why is it Important?

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3:45 p.m.

# What is AI?

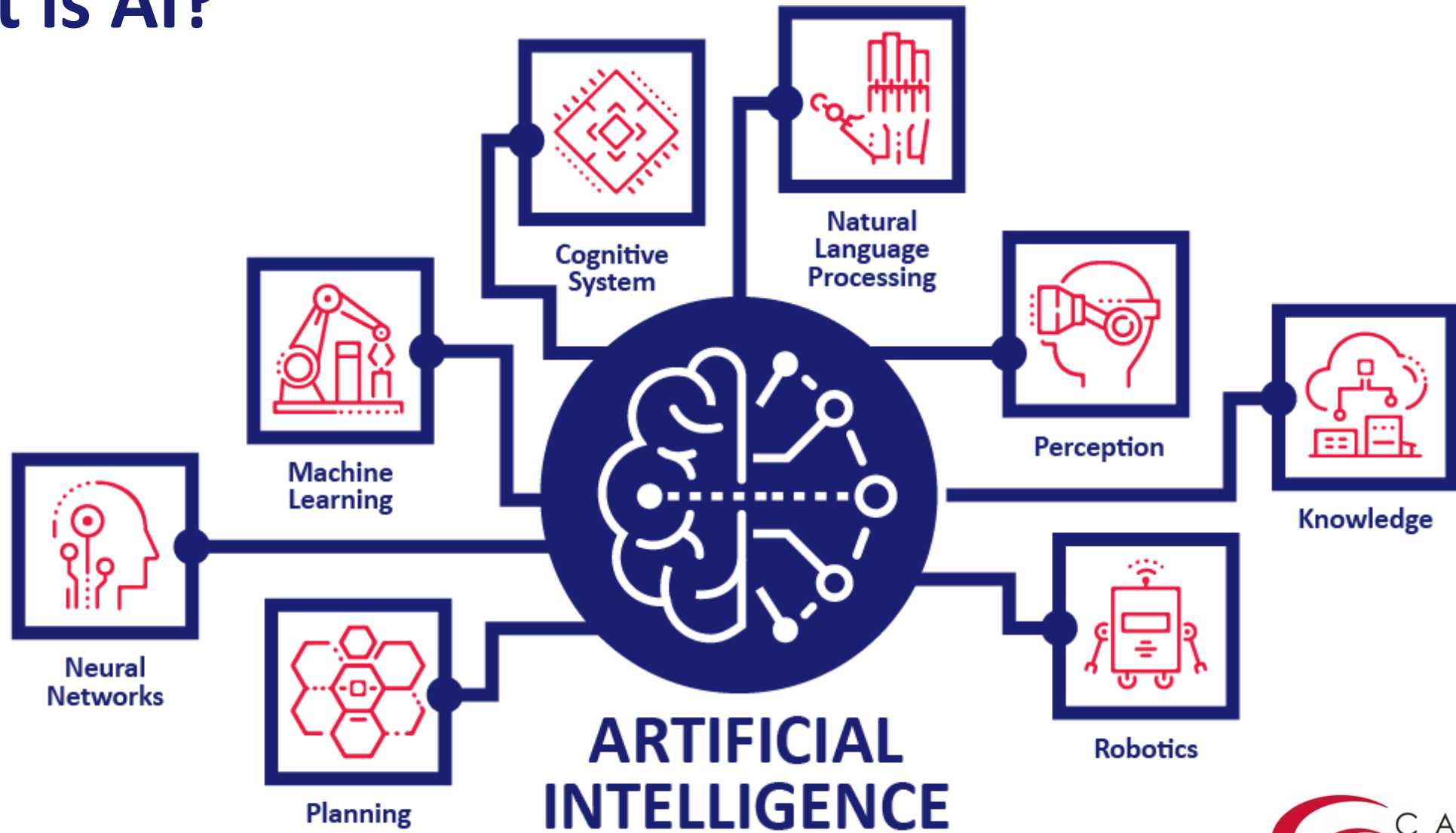


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# The Tip of the Iceberg

The majority of customer data necessary to discover impactful insights is hidden “below the surface”. AI provides the capacity to mine this data, so you can deliver superior customer experience.

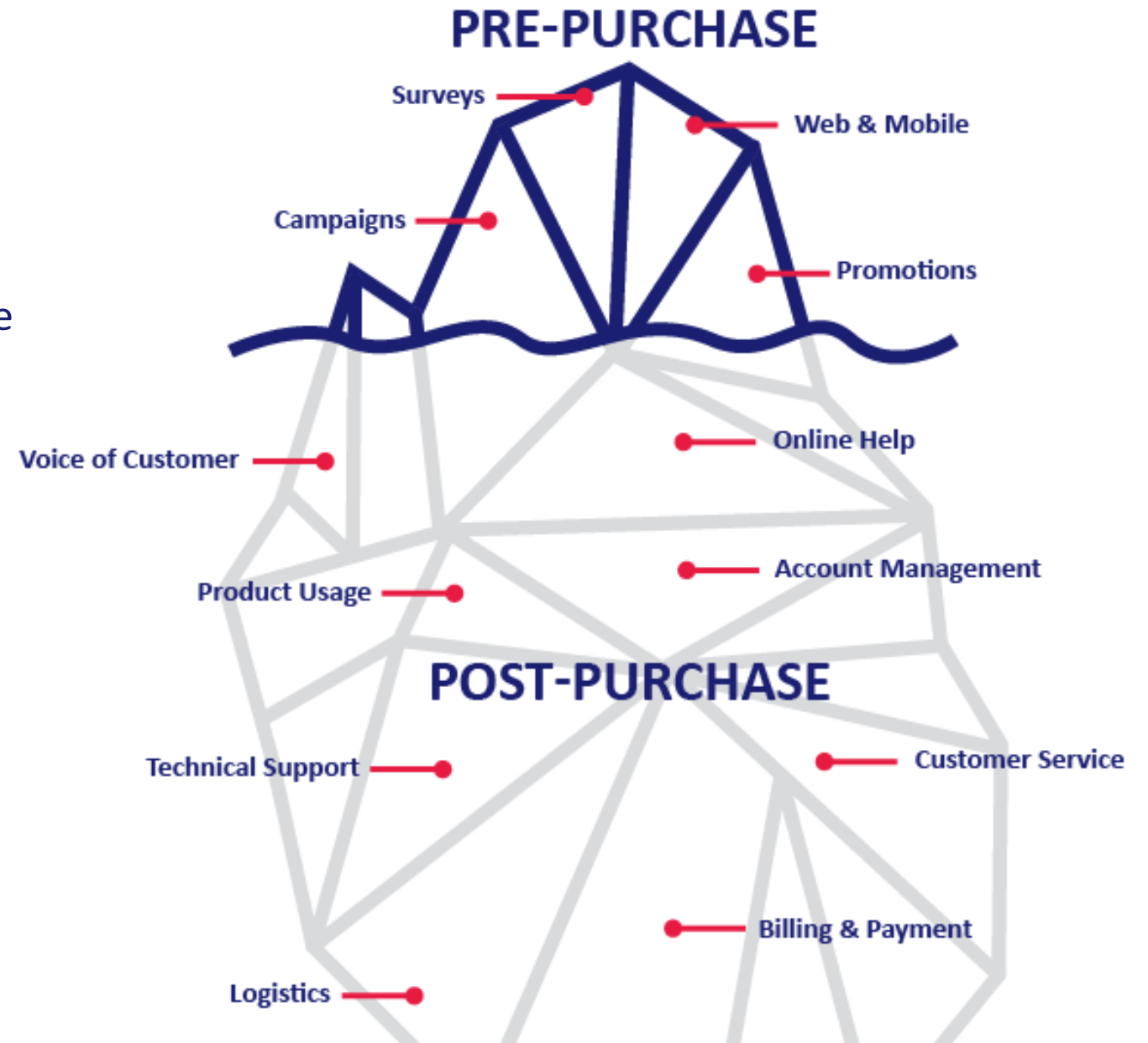


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# AI & ML Driver in Payments

Fraud detection in the CNP space is as much about declined sales and it is avoiding fraud.

## GLOBAL STATS

**23%**

**GROWTH**

**CNP Approved Sales**

**25%**

**GROWTH**

**CNP Declined Sales<sup>1</sup>**

Excluded abandoned sales

**16%**

**GROWTH**

**CNP Fraud**

<sup>1</sup>Excludes insufficient funds and issuer/switch inoperative declines

Source: eCommerce purchases for the FY18. YoY growth based on FY18 vs. FY17. Sales based on VisaNet authorization data. Fraud based on issuer reported TC40 (including transactions which were not processed on VisaNet.)

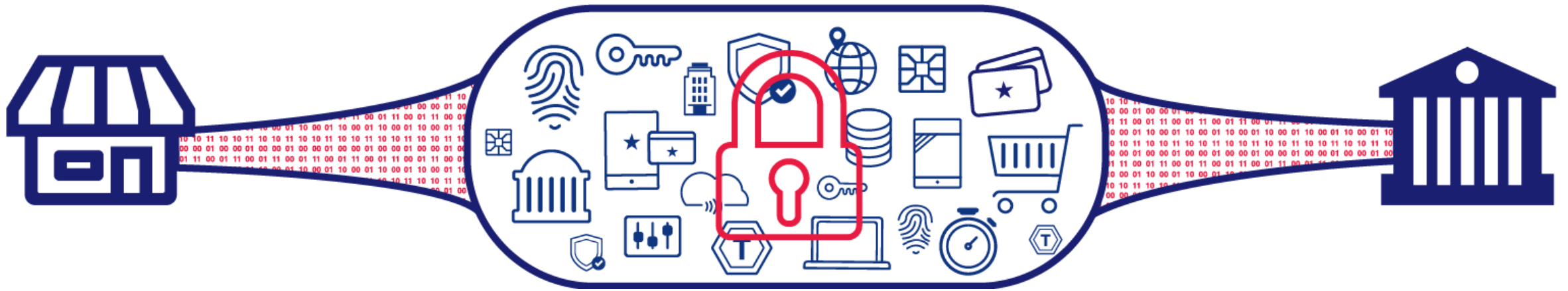


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# A Distributed Approach

Data sharing across the Ecosystem leads to better decisioning



## EXCHANGING DATA ACROSS THE NETWORK

Data from merchants  
and Issuers

Billions of  
transactions per year

Better data =  
better results

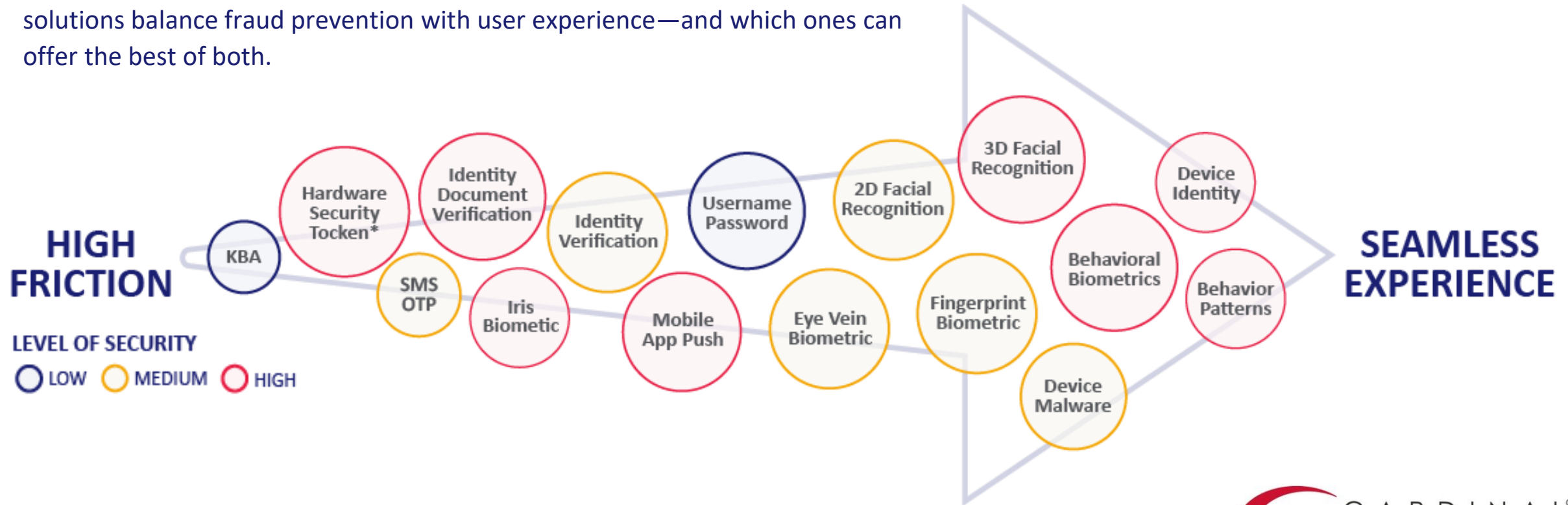
Better performance, better  
UX, better collaboration



# Payment Authentication

## Balancing ease of use and security

Businesses want to mitigate fraud, but that's often at the expense of a good user experience. It doesn't have to be. Here is how different authentication solutions balance fraud prevention with user experience—and which ones can offer the best of both.



A hardware security token may be a physical device that an authorized user is given to help prove their identity.



# AI Implementations - Considerations

- Use of 3<sup>rd</sup> Party Providers
- Use of Authentication
- Emerging Channels (IoT, Voice Assisted Devices, Mobile Growth)
- In-House Build
  - Data Preparation, Technology, Platform, Model selection
- Data Privacy



# Thank You

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