



# The go-to guide for preventing payment fraud

Lately, it seems like everything demands our attention. The never-ending pile of dishes and laundry. The endless Zoom meetings.

The neighborhood dog barking nonstop at the neighborhood squirrel. And, you know, the overall state of the world and the economy.



So, when it comes to protection against fraud, GoodData wants to give you some valuable time back.

We'll take care of what we do best: **data analytics**.

That way, you can focus on your own core business: **growing a successful payments company**.

**\$48**  
trillion

Time = money, after all. Oh, and speaking of money — nearly **2.7 trillion transactions** worth **\$48 trillion** are anticipated to shift from cash to cards and digital payments in the next decade.<sup>1</sup>

But we're not the only ones noticing: Tech-savvy fraudsters are going all in with sophisticated and frequent economic crimes. For the year of 2020 alone, the payments industry lost a total of **\$28.58 billion** to credit card fraud.<sup>2</sup> And since fraud predictions are even higher for this year, organizations are assessing their detection strategies to try and get ahead.

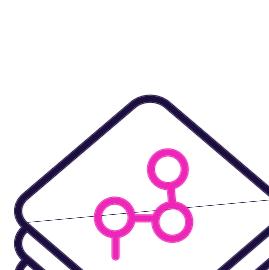
**\$28.65**  
billion

## GoodData's embedded BI and analytics platform can help you break the fraud cycle:



### DIGITAL DECISIONING

Establish parameters to assess and predict fraud at scale — detect anomalies, validate legitimate sales, and prevent disputes



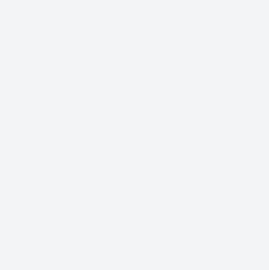
### INTELLIGENT AUTOMATION

Build protection into all transactions to enable convenient, fast, and frictionless payment flows



### IMPROVED INTERNAL CONTROLS

Reduce sampling errors and inefficiencies to regain time and other resources



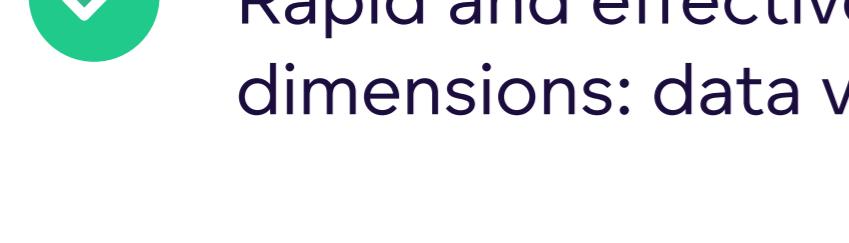
### MODERN ARCHITECTURE

Eliminate vulnerabilities in an outdated legacy system with GoodData's powerful best-in-class data platform



### AIRTIGHT SECURITY

Safeguard against risks with GoodData's robust regulatory compliance infrastructure



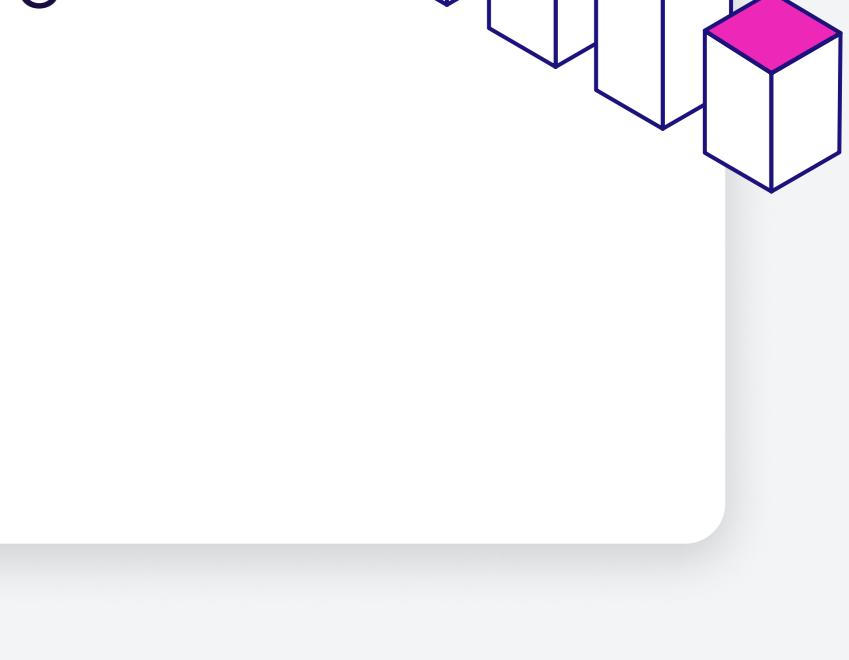
### Additional GoodData advantages

- ✓ Embed analytics for both internal teams and customers
- ✓ Rapid and effective scalability in three dimensions: data volume, cost, and users

- ✓ Increased productivity and reduced costs for analytics operations
- ✓ Dashboards customizable by insight, interactions, and branding

Request your free proof of concept or demo

[Get a demo](#)



#### Sources:

1. "Payments modernization: Playing the long game," 2020, Accenture

2. "Merchant fraud predictions for 2022: a pandemic-driven increase," 2022, Brighterion