



# Amazon Fraud Detector

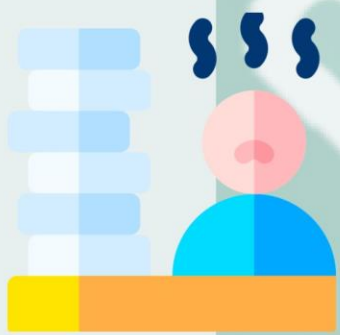
Real time fraud detection using ML models

## Current technology Challenges

Underperforming One size fits all model



Need lots of data



Added Complexity due to Fraud Imbalance



Sophisticated Architecture required

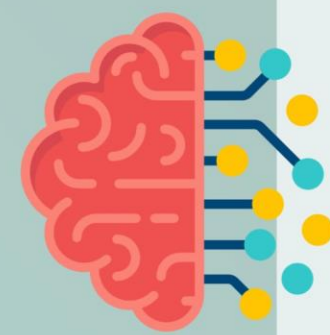


## Amazon Fraud Detector is better

Can Build custom models



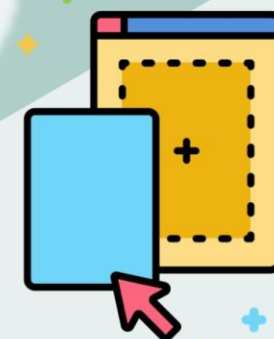
Utilize Amazon's Intelligence



Pre-built templates can handle Fraud Imbalance



No coding/Architecture required



## Use Cases of Fraud Detection

- New Account
- Account Takeover
- Online Payment
- Product Abuse/  
Gaming Fraud

## Impact on business

- One-stop solution
- Can help relieve legacy database systems.

## Proven Success



427% increase in Identifying Fraudulent cases



90% Drop in False Positive Rate



Drop in Fraud reports by 63%



# Why should Fraud detection be a priority?



32% experienced cybercrime



41% experienced cybercrime

**\$5.8 B to Fraud**

by consumers in 2021 as per US FTC, up by 70% from 2020



100\$

## Can my business afford this?

For 100\$, your Business would get

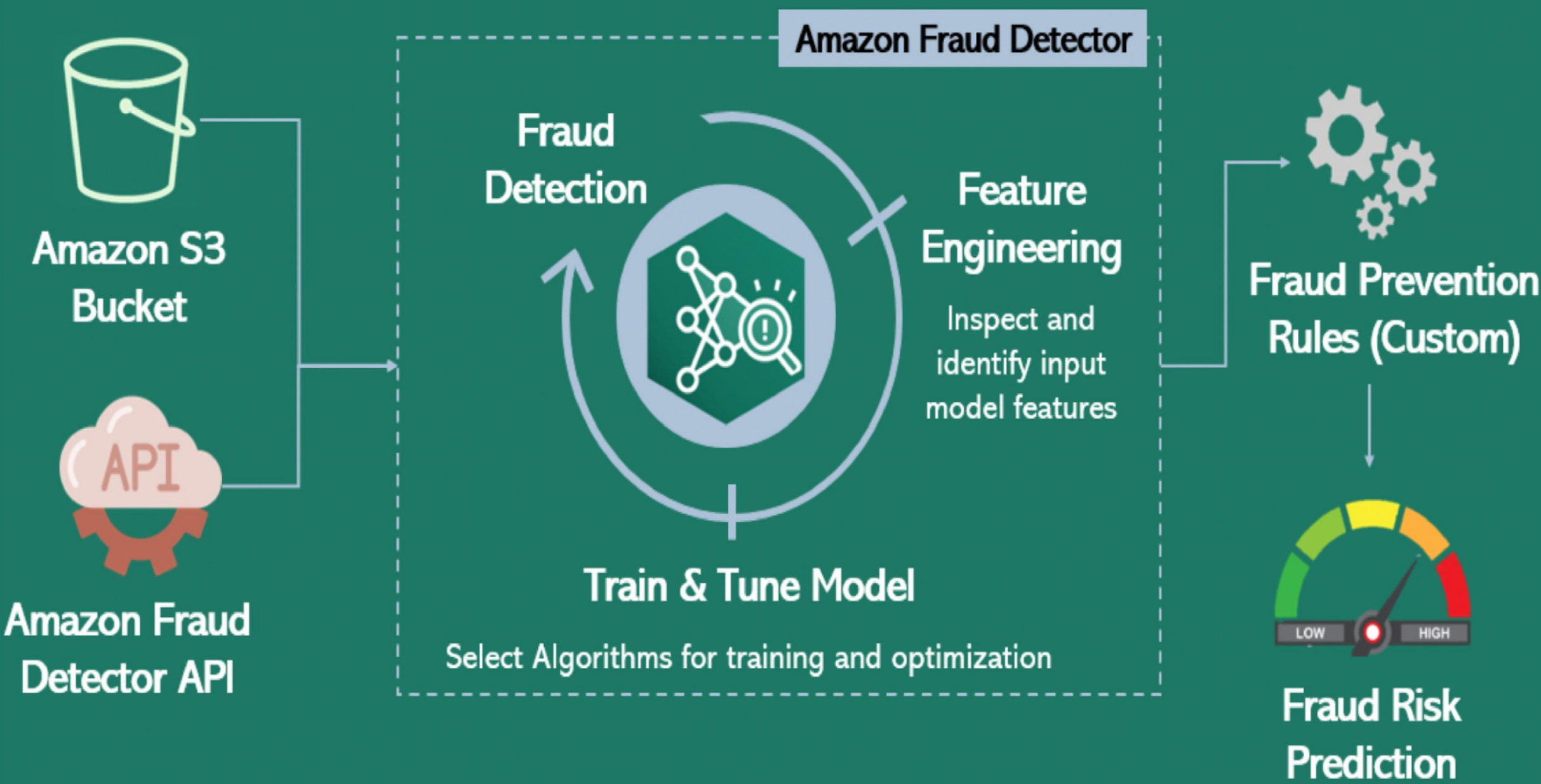


3,333 Online Fraud Insights  
3,333 Transactional Fraud Insights.



20,000 Rule-based Fraud Predictions  
100,000 Account Takeover Insights

## How can you implement it for your business?



## Amazon Services Deployed



Amazon RDS



S3



amazon KINESIS



Amazon SageMaker