IBM i2 Solutions

Turning Big Data into Actionable Intelligence

Canberra, 12th August 2014

Agenda

09:15 am	Welcome	Carly Macmeikan, A&NZ Smarter Cities BUE
09:20 am	Update on recent announcements & vision for the future	Harry McCue, i2 WW Sales Executive Bill Donellan, WW VP of i2, Threat & Counter Fraud
09:50 am	Australian Taxation Office: - The Intelligence Analyst Workbench Four Years On	Bruce Paynter, ATO, Director, Intelligence Technology, Corporate Analytics - Platforms
10:30 am	Morning Tea	
10:50 am	What's new in i2?	Adrian Barfield, A&NZ i2 Technical Sales Lead
11:30 am	Cyber Intelligence and Security Solution	Angus Stewart, i2 A&NZ Cyber Security Lead
12:10 pm	Lunch	
12:50 pm	The Evolution of Advanced Analytics for Actionable Intelligence	David Waxman, IBM WW Executive, Solutions Architect
01:30 pm	Multi-Source Data Fusion	Adrian Barfield, A&NZ i2 Technical Sales Lead
02:10 pm	Insurance Council of New Zealand : Using Technology to Combat Insurance Fraud in New Zealand	Dave Ashton: Insurance claims Register Manager, Insurance Council of New Zealand
02:50 pm	Summary and Close	Carly Macmeikan, A&NZ Smarter Cities BUE
03:00 pm	Optional Networking, Refreshments & Demonstrations	Demonstration Area
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IBM i2 Solutions

Turning Big Data into Actionable Intelligence

Welcome

Harry McCue – Business Unit Executive i2 APAC, MEA, LA & GCG

12th August 2014

2011-2014

Announcement here in Canberra IBM to acquire i2

- Impact
- Analyst
- Information Sharing
- BIG DATA

IBM i2 Solutions

Turning Big Data into Actionable Intelligence

Smarter Counter Fraud

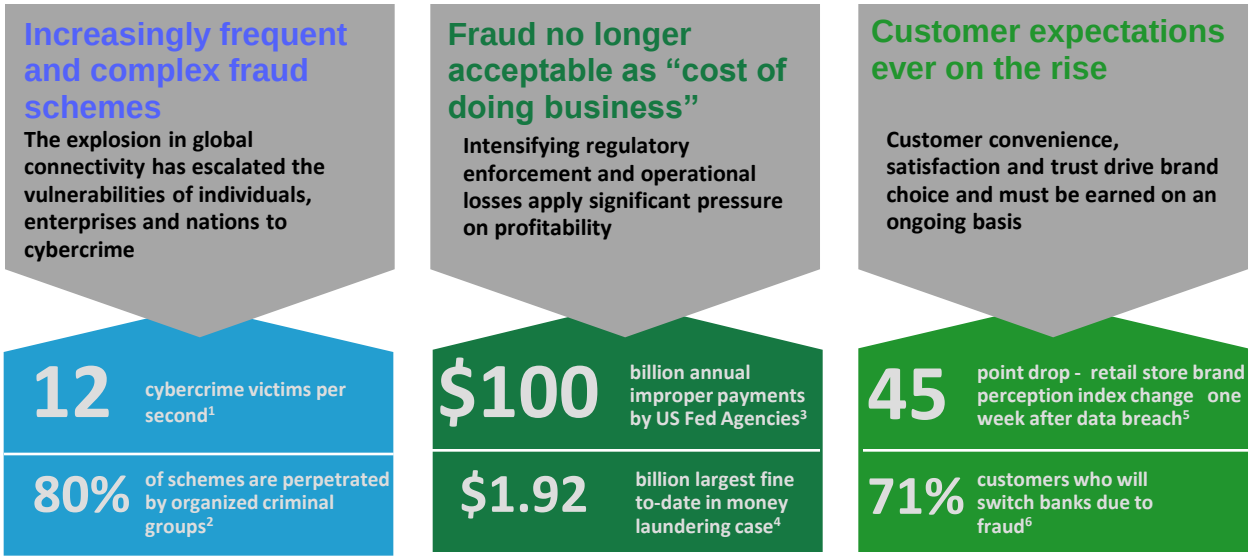
Bill Donellan, WW Sales Leader - i2, Threat and Counter Fraud

12th August 2014

Agenda

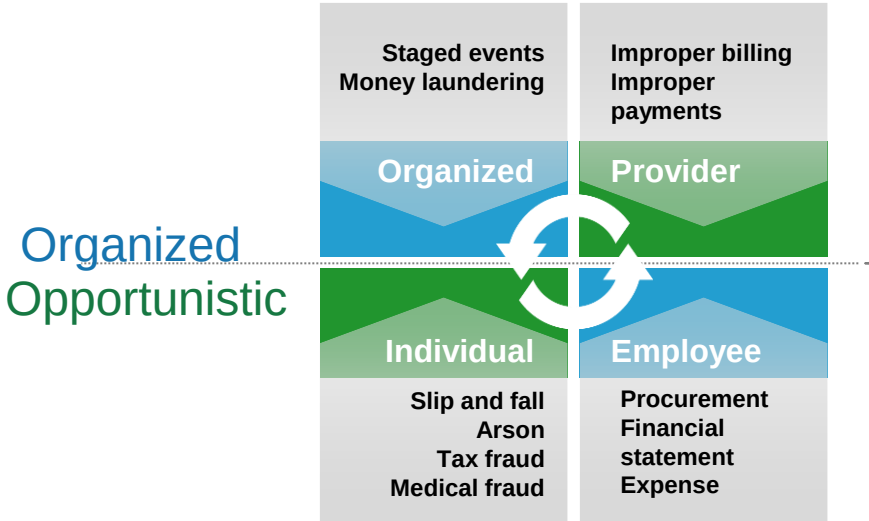
- Introduction
- History with i2 and Counter Fraud
- Smarter Counter Fraud – Solution Overview

Converging forces are escalating fraud risk, exerting significant downward pressure on an organization's bottom line



1 The 2013 Norton Report
2 United Nations Office on Drug and Crime, Comprehensive Study on Cybercrime, February 2013
3 The Fiscal Times, Feds Blow $100 Billion Annually on Incorrect Payments, Jan 15, 2014, amount in US $
4 Reuters, Dec 11, 2012, amount in US $
5 Brand Index, Company perception falls after data breach, Dec 23, 2013, Brand Index ranges from -100 to 100 pts
6 Entersekt-sponsored Harris Interactive US survey conducted May 14-16, 2013

Fraud a deliberate deception or misrepresentation which violates a legal statute and is intended to produce an undue financial gain



Related threats addressed

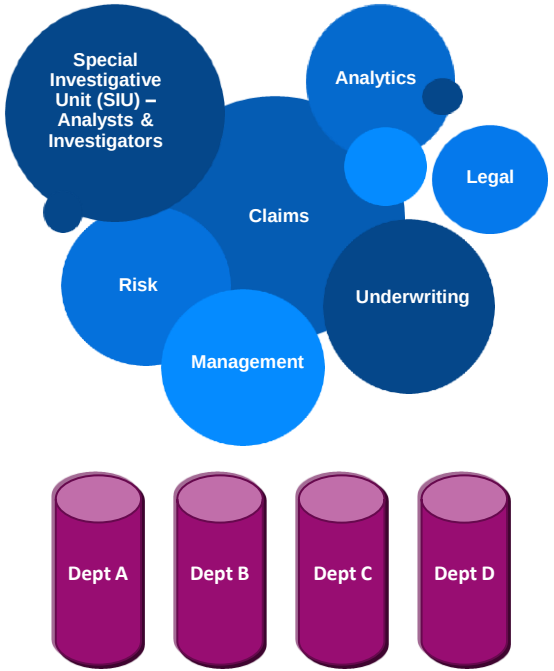
Financial crime includes money laundering, cyber attack and illegal security breach.

Abuse is similar to fraud but not determined to be prosecutable.

Threat is comparable to fraud and abuse, but for non-financial gain, such as political reasons.

Risk includes financial, operational, IT and security risks and financial crimes which all must be identified, monitored and controlled.

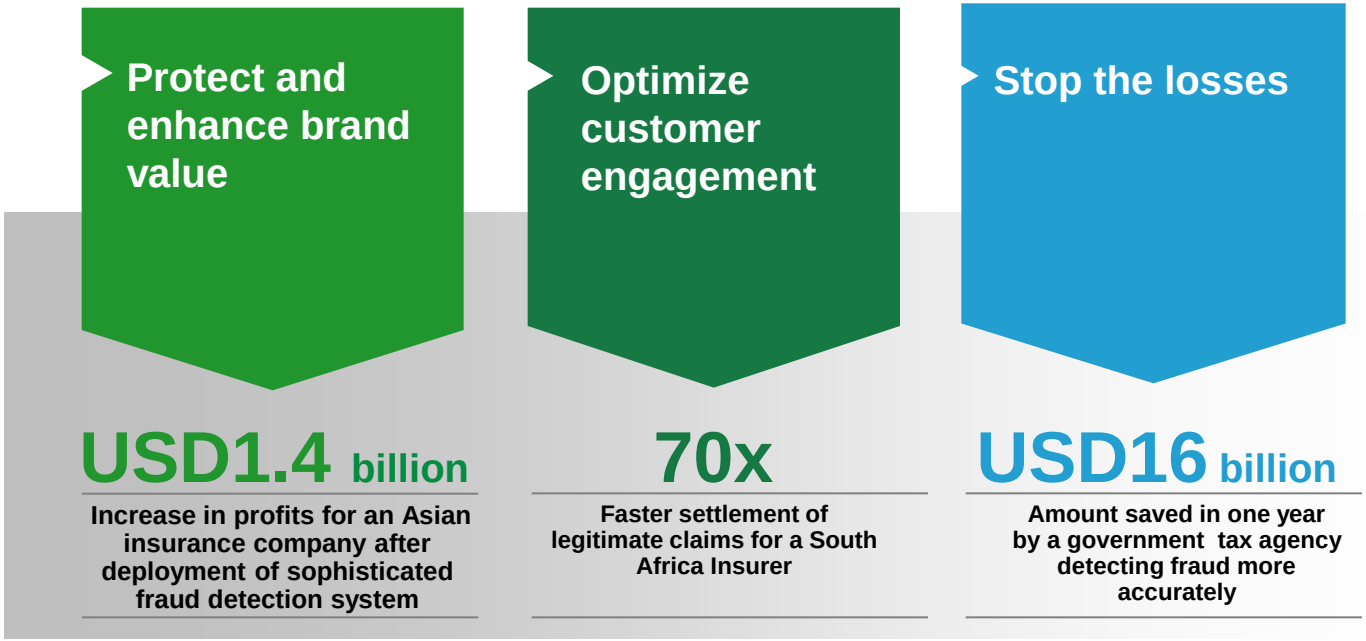
Within an enterprise, point solutions and corporate silo culture directly contribute to fraud risk



The challenges:

- Narrow observation space
- Isolated Data
- Reactive versus Proactive
- Accepted cost of doing business
- Departmental band-aides

A holistic, proactive approach to countering fraud can translate into greater financial control, enhanced customer experience and brand value



**Quantified business value benefits delivered by IBM Smarter counter fraud capabilities*

A Strategic approach is needed to successfully counter fraud and protect the bottom line

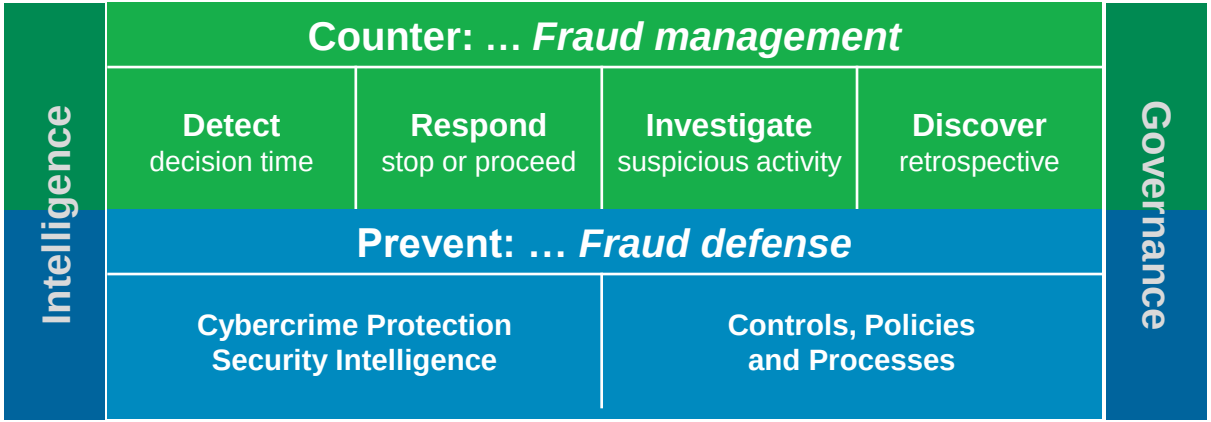
1 | **Elevate** the agenda

2 | **Act** with insight superiority

3 | **Adapt** with agility

IBM Smarter counter fraud capabilities

A comprehensive set of integrated market-leading software and services capabilities designed to combat today's new threats



Introducing IBM Red Cell

Counter Fraud intelligence research

Intelligence

IBM Red Cell

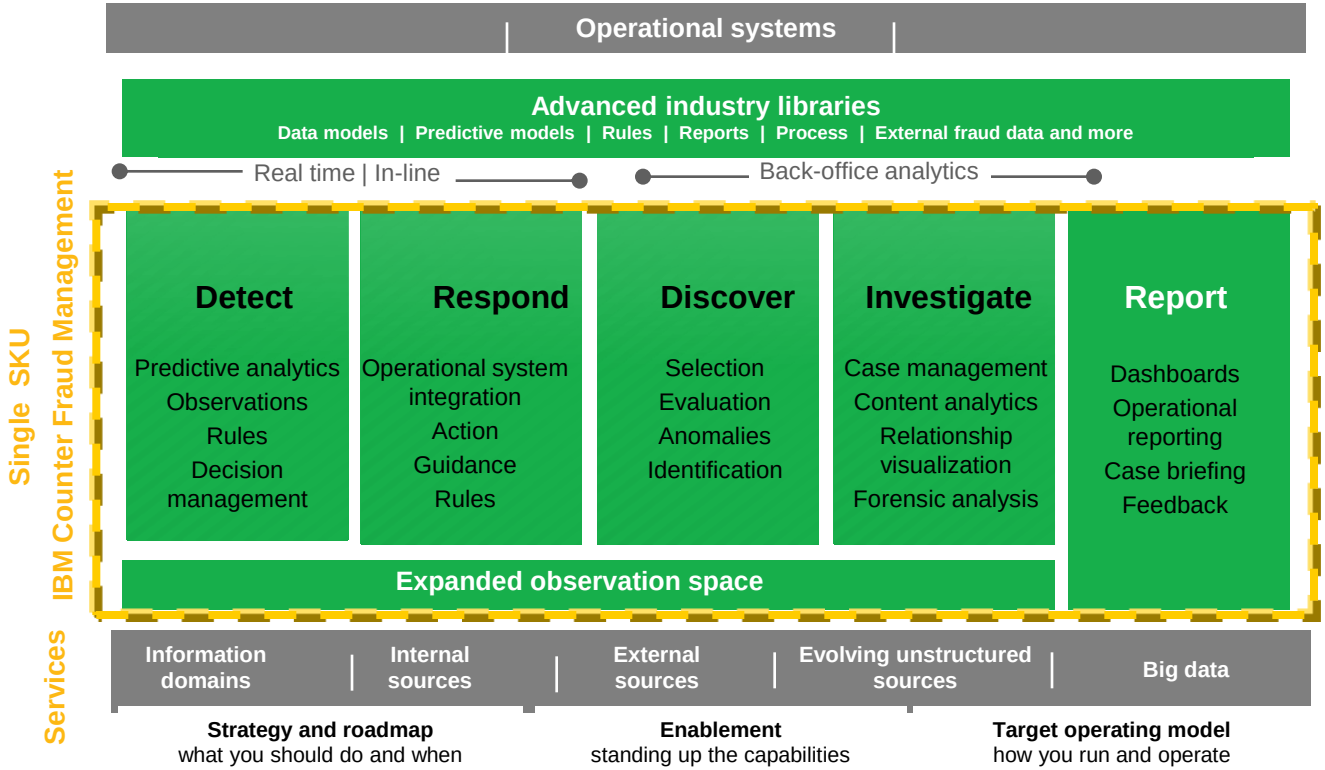
Red Cell

- **Monitor** and evaluate emerging trends in financial crime across industries and around the globe
- Provide cutting-edge **thought leadership** to counter and prevent fraud and financial crime across the ecosystem
- Create opportunities for **intelligence sharing**
- **Educate** our customers and the general public

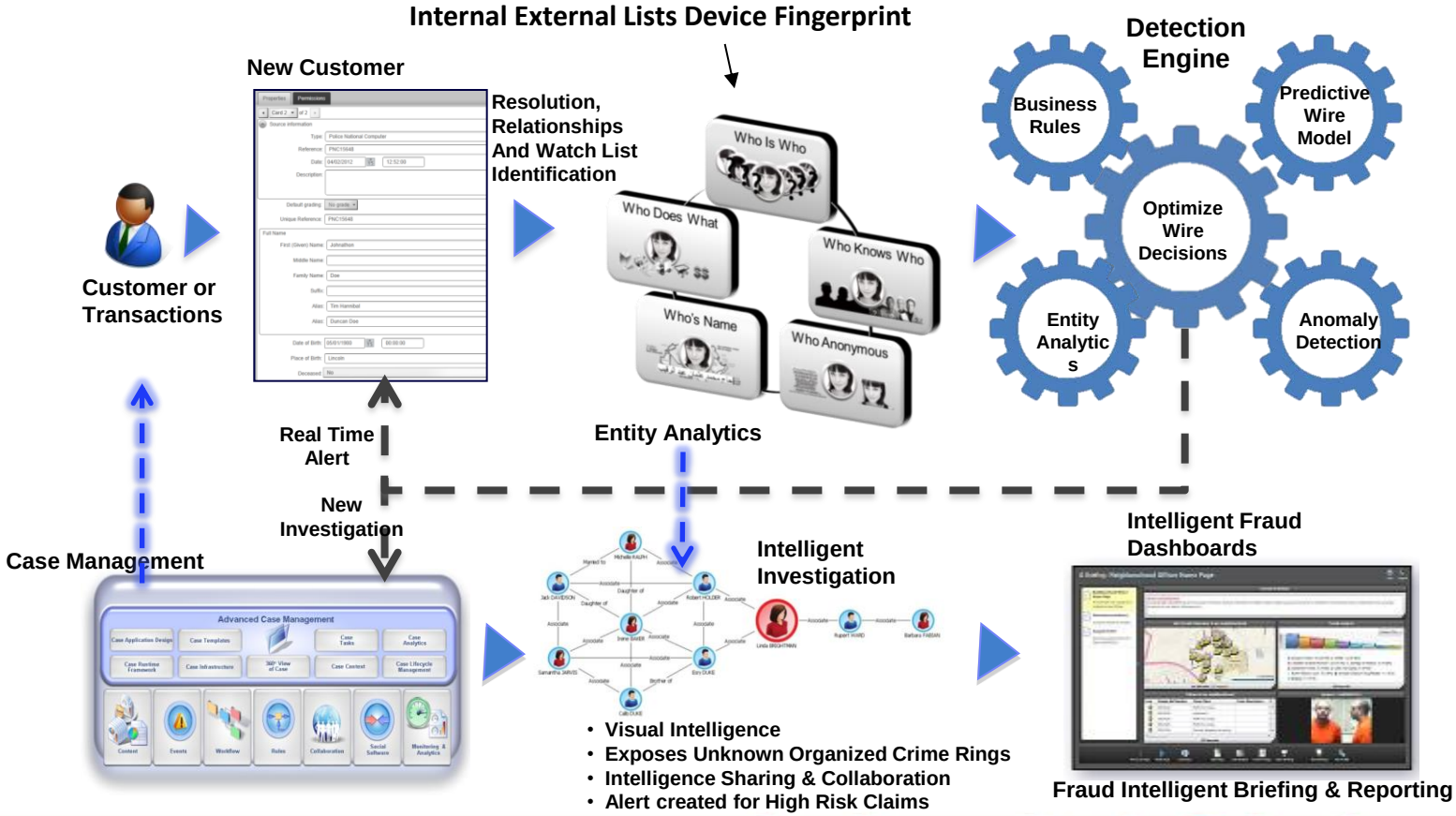
IBM X-Force

- **Monitor** and evaluate the rapidly changing threat landscape; leverages Trusteer endpoint intelligence
- **Research** new attack techniques; developing protection for tomorrow's security challenges
- **Collaborate** with leading public & private institutions to enhance internet security WW
- **Educate** our customers and the public through its renowned X-Force Trend Risk Reports

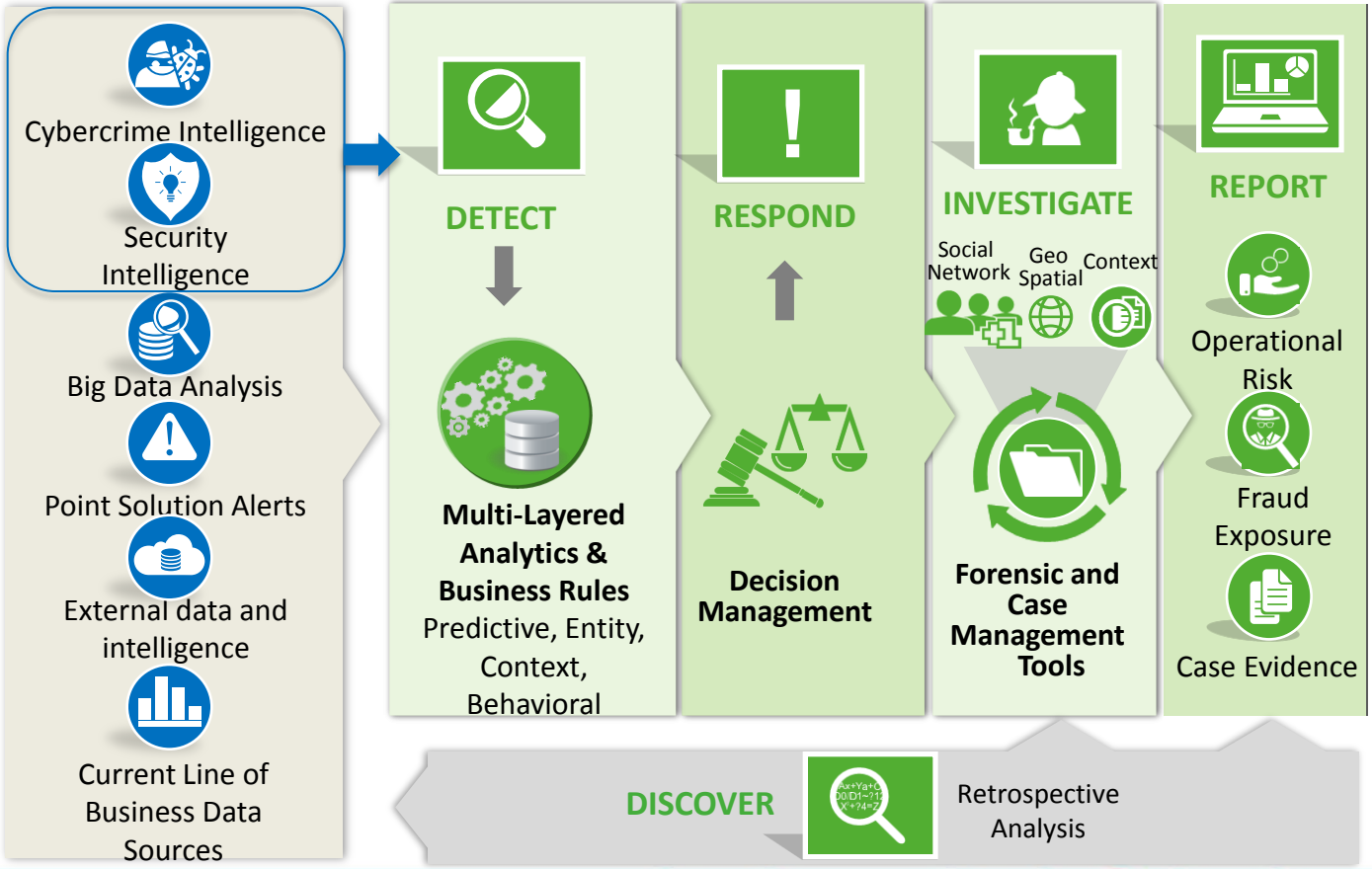
IBM Counter Fraud Management software plus services delivers a holistic solution to combat fraud, financial crimes and improper payments



Financial Crimes Scenario Walkthrough



IBM Counter Fraud Management



Questions?

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