PwC leverages entity resolution, data enrichments and advanced analytical techniques to enable ‘forward looking’ decisions, versus ‘rear view’ insights, using traditional descriptive analytics.

PwC has a host of AI capabilities to help combat fraud, and has developed a framework to deploy light-weight analytical solutions designed for operational efficiency, augmented fraud detection and reduced risk.

The fraud landscape is ever evolving, so Financial Institutions need to proactively deploy advanced analytics strategies to level the playing field and mitigate emerging threats.

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