

# MEMENTO BATTLECARD

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## 1. PRODUCT OVERVIEW

- Memento is an ENTERPRISE fraud and risk management solution that uses cross channel rules, artificial intelligence and statistical techniques to detect and prevent financial crime.
- Memento provides leading analytics, forensic research and investigation capabilities to detect all types of fraud.
- Memento Modules: Real Time/Batch Engines, Data Management, Analytics and Stat Engine, Alert and Case Manager, Reporting and Dashboards, Rules Engines Link Analysis and Visualization and Orchestra Process Scheduler.

## 2. TARGET MARKET

- Existing Bank institutions
- Asset Management firms
- Insurance Companies,
- All Financial institutions

## 4. ELEVATOR PITCH

- Memento enables fraud detection and prevention solutions across virtually all banking, payments, transactions and channels and identifies fraud from external and internal sources.
- Memento services over 40 + financial Institutions globally.
- High Response time from 10 ms to 200 ms
- High Scalability ranging from 400 to 700 transactions/ day. 70 TB of data storage capability.
- Benchmarked for 2,000 TPS with peak of 5,000 TPS
- Product Roadmap aligned to Market Demand / Customer Expectations

## 3. DECISION MAKERS / BUYERS

- Head of Fraud
- Head of Retail Banking
- Head of IT
- Head of Compliance
- Head of Infosec

## 5. DIFFERENTIATORS

- **Schema Agnostic** and **data agnostic system**
- Available as a **perpetual** or **term license** and **hosted** solution
- Pre-packaged scenarios for all payments and banking channels
- Highly flexible UI for setting up fraud rules
- Open APIs, RESTful and SOAP to communicate with banking channels
- Supports structured & unstructured data
- No data conversion costs
- Cross channel alerts and case management features

## 6. QUESTIONS TO QUALIFY THE OPPORTUNITY

- Has the prospect experienced a 'big' fraud event recently (Listen for large internal events, persistent account take-over activity, or new product plans)?
- Is the prospect looking for a solution that provides a holistic, cross channel/product view of customer risk?
- Is the prospect planning on adding new product offerings and is looking to mitigate risk through detection and prevention?
- Is prospect using legacy or in-house solutions that need to be integrated with EFRM solutions

## 7. EXPECTED FAQ's?

### What channels are vulnerable to financial crime?

Fraud occurs in every channel (ATM, branches, call centers, POS, mobile device). All payment types are vulnerable, including ACH, bill pay, wire, on-us checks, deposits, credit cards, prepaid cards, transfers and cash.

### How is Memento Cost Efficient?

Memento takes a **Big Data Approach** to provide intelligence and rapid retrieval across massive data sets without incurring the 3<sup>rd</sup>-party software and multiple server costs with a RDBMS Based approach.

### How does Memento handle analytics?

Memento creates a right sized analytics approach that meets competing demands of response time vs compute power vs accuracy vs ability to adapt to case disposition feedback.



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Competitor	Product Weakness	Possible Memento Advantages	Recent Key Deals	FIS Memento Implementations		
<b>SAS Fraud Manager</b> <ul style="list-style-type: none"> <li>No Case or Alert Management with no Significant Workflow.</li> <li>No Interdiction out of Band.</li> <li>Very Expensive to Scale.</li> <li>Need to Purchase Analytics through 3<sup>rd</sup> Party Subscriptions.</li> </ul>	<ul style="list-style-type: none"> <li>Customers are dependent on IBM for any changes to new rules.</li> <li>Safer Payments is a closed system without open API's .</li> <li>Uses Statistical Bucketing and calls it AI which is inaccurate</li> </ul>	<ul style="list-style-type: none"> <li>Memento has orchestration where SAS needs a middle ware product.</li> <li>Memento has analytics where SAS requires a 3<sup>rd</sup> party application.</li> <li>Memento does not require customization of systems to provide data.</li> </ul>	<ul style="list-style-type: none"> <li>Allianz, Canadian Western Bank</li> </ul>	International Clients		
				<b>Licensed Clients</b>	<b>Type of interfaces</b>	<b>Customer Assets</b>
				Punjab and Sind Bank	Mobile, Internet, ATM, Cards, Internal	14 Billion
				Union Bank of India	Branch, Mobile, Lending, Treasury	56 Billion
<b>IBM Safer Payments</b> <ul style="list-style-type: none"> <li>Defined Schema which requires mapping</li> <li>Cost of license is very high</li> <li>Cost of professional services is high</li> </ul>	<ul style="list-style-type: none"> <li>Utilize the Memento documented and open API's</li> <li>Memento has extensive entity-relationship analytics , rich Link Analysis and Visualization based on static relationships and transactional activity, updated in real time.</li> </ul>	<ul style="list-style-type: none"> <li>France National Payment Switch, Indue Payments</li> </ul>	<ul style="list-style-type: none"> <li>Alliance Data, City of Westminster</li> </ul>	Co-Operative Bank of Kenya	EBanking, Mobile, Internet, Internal	4 Billion
				Zanaco Bank	Core Banking, Switch, SWIFT	10 Billion
				UniCredit Bank	Online, Cards, Internet	800 Billion
				J&K Bank	Deposit, Loan, ATM, Employee	12 Billion
<b>Actimize</b> <ul style="list-style-type: none"> <li>Scored low on internal Fraud Analytics</li> <li>Issues implementing their product</li> <li>Case Manager is dependant on JIRA</li> </ul>	<ul style="list-style-type: none"> <li>Schema Agnostic Memento system is a major advantage.</li> <li>No ETL Costs, No Database Infrastructure costs.</li> </ul>	<ul style="list-style-type: none"> <li>Canara, Syndicate Bank, Bank of India</li> </ul>	<ul style="list-style-type: none"> <li>Alliance Data, City of Westminster</li> </ul>	Other Clients		
				<b>Product</b>	<b>Number of interfaces</b>	<b>Customer Assets</b>
				Lottomatica	Lotteries, Gaming	15 Billion
				Internal Debit and Pre Paid	Debit and Pre Paid Cards	2 Billion