# UBIX™

# Business-Led AI for Financial Services Analytics

**Ensure fair banking while accurately predicting credit scoring and operational risk by inspecting hundreds of variables instantaneously identifying the potential for risk, fraud, or regulatory violations**

Financial services companies are implementing digital transformation projects to enhance customer experience, efficiency, and security, and most are evaluating AI to enhance the value chain, predictability, and responsiveness. Cybercrime, new regulations, FinTech disruptions, blockchain adoption, and ongoing customer retention issues, though, are overwhelming leaders with an avalanche of data. Understanding the hundreds of data points from within and outside the enterprise is often a prime catalyst for AI transformation projects to model risk, fraud, operations, and customer experience.

UBIX is transforming financial services with an AI SaaS platform that contextualizes and presents data from inside and outside the enterprise in minutes, not days, ensuring AI innovation transformation. Our secure, flexible, and patented no-code platform can be up and delivering value in days—not weeks or months.

## Financial Services Analytics for Business Users

UBIX helps business leaders get actionable insights in real-time while maintaining security and privacy and frees data analysts to innovate instead of generating reports

If you are a financial services executive interested in leveraging the power of AI to empower business leaders to make better decisions without the need for specialized tools and resources, then AI-driven transformation has never been easier with UBIX:

### Fraud Management & Anti-Money Laundering
Use UBIX to implement the most expansive and predictive fraud models to automatically identify, classify and surface suspicious activities. Examine fair banking across all levels of the organization, delivering real results to all stakeholders.

### Credit Scoring & Risk Management
Use UBIX to reduce fraud losses by scoring 100% of all transactions in real time at the POS. Evaluate alternative pricing strategies, hedging or transferring credit risk to facilitate regulatory compliance and disclosure requirements.

### Customer Retention/Marketing Automation
Use UBIX to analyze account behavior to model an accurate early warning system. Execute timely, personalized campaigns that account for customers' current and future needs, ensuring you find and keep ideal prospects.

### Operational Risk & Performance Management
Use UBIX to analyze cause–effect relationships between KPIs, develop predictive scorecards, create more robust, accurate simulations and scenarios to optimize capital reserves by improving the internal control environment.

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