



KX SURVEILLANCE: **NO SECOND CHANCES**

Charles Gregory, VP Product Management



Introduction



In today's hyper-fast financial services arena, risks can come – and opportunities can go – in mere moments.

“Surveillance, therefore, now needs to provide continuous intelligence for the identification of both risk and opportunity”.

Charles Gregory, VP Product Management

All this demands a unique species of surveillance platform. One capable of pinpointing every risk and opportunity. Not just in seconds, but microseconds. And not in isolation, or after the fact, but perpetually. And through every step and facet of banking data and operations...



WHY SURVEILLANCE? WHY NOW?

Not so long ago, I knew the people that worked at my bank by name. And I was by no means alone in that; it was simply the world in which we lived.

With business, people, and society itself becoming more and more digitally oriented, that world has now changed, however. Permanently. Both driving and being driven by customer behavior, this has witnessed virtually every bank across the globe shifting to digital-first operating models and closing thousands of bricks and mortar branches.

Moreover, the explosion in data that has taken place as a consequence is fuelling even greater change. All of which is placing financial organizations under extreme pressure.

First, from the seemingly endless layers of data generation, complexity, and management they now face. Then from the fast-ramping number of threat vectors now active in the digital sphere and their growing sophistication. Trade-based money laundering, payment and crypto fraud, trade sanctions, the abuse of vulnerable members of the population through activities such as people trafficking; the roster seems to lengthen by the week.

Add to this the marked and steep rises in regulatory vigilance and the enormous and sometimes even survival-threatening fines, reputational damage, and opportunity cost that can result, and the severe enormity of the problem becomes even clearer.



Fines against financial institutions relating to AML and associated activities reached \$10.4B in 2020¹.

All told, this amounts to a hugely complex ecosystem of risk. One that threatens to overwhelm any financial services organization that is under-prepared, ill-equipped, and not armed with the surveillance capabilities they need in order to cope.

What is the nature of these capabilities?

A surveillance platform that enables total, perpetual, threat visibility and micro-second decisioning. A solution that empowers banking organizations, and those working within them, to move from a reactive operational model to a proactive one that transforms risk into opportunity.

“The incumbent legacy solutions that many banks have in place simply aren’t up to the job”.



A HOLISTIC VIEW OF CUSTOMER BEHAVIOR

The exposure to threat that banks now face is, ironically, only being exacerbated by the growing sophistication and diversity of their own enterprises. Most now incorporate multiple lines of business – wholesale, commercial, retail, trade – and an increasingly diverse portfolio of products and services. All of these represent potential chinks in the banks' operational armor, as do the growing numbers of payment channels and endpoints.

Today's financial criminals know this, and they also know that financial organizations aren't being adept or thorough enough in monitoring all these channels.

This paucity, and their lack of a single, 360-degree, homogenized, real-time view of entity and systemic risk, is also depriving the banks of a clear and concise understanding of individual customer behavior, further increasing risk and decreasing commercial opportunity.



**And only one platform can deliver such a view.
KX Surveillance.**





SURVEILLANCE AS ACTIONABLE CONTINUOUS INTELLIGENCE

Because risk is everywhere, perpetually, surveillance has to be too. This is both precisely the unique capability that KX Surveillance delivers and why I am so passionate about it.

Ensuring that every operational facet is surveilled everywhere, all the time, KX represents the only 360-degree, real-time, microsecond-fast intelligence platform in the world.

Designed and built specifically for that purpose – KX technologies underpins the mission-critical systems of **39 of the world's top 40 banks** and many of its largest FSOs – it's the only solution able to process and analyse billions of transactions a day.

To disseminate the resulting intelligence equally quickly to those who need it most. And to do so on a continuous basis in the right context and with the right meaning and intent.

Active in every line of business, and every payment channel, at every point, it enables a robust, reliable, hub and spoke deployment model wherein entity risk can be identified both instantly and holistically – arming key organizational stakeholders with micro-second decisioning.

Simply put – through human intervention, robotics, automation, AI, ML, NLP, and automated learning strategies – rapid, continuous intelligence is the only way forward, and KX provides the de facto technology and framework for delivering it. Today.

“Microsecond decisioning has a direct and immediate impact on the institution’s ability to reduce risk, mitigate customer-friction, accelerate time-to-value, and identify new opportunities”.

Customer friction and churn is another key consideration, but the reality is that many banks are falling disturbingly short in their efforts to minimize it. Which is particularly concerning in light of the statistics surrounding the onboarding of replacement clients.

In the event of a new account being opened it takes, on average, four to six weeks to clear that new customer to transact with the business, at a cost of **approximately \$6,000²**. The former can itself lead to customer friction thanks to wait times and underlying latencies.

The only real way to attack this is by streamlining the process with automated risk analytics and measurement.

And unlike other solutions, KX Surveillance is able to do this not only within the institution's own four walls, but by trawling vital third-party data from outside the bank's immediate ecosystem – scanning and reporting on external data vital for describing both the individual and their otherwise obscured habits and behaviors.

As such, KX completely changes the parameters of financial intelligence; transforming educated guesswork into hard facts and figures – thereby minimizing not just customer friction and loss, but the false fraud interdictions that often lead to those issues.

No wonder we say “You can with KX”.

²<https://bankingjournal.aba.com/2019/12/as-synthetic-identity-fraud-rises-so-does-kyc-cdd-compliance-cost>



PREVENTING CUSTOMER FRICTION





SMARTER COMMERCIAL DECISIONS

**“True intelligence doesn’t just minimize risk.
It maximizes opportunity”.**

Our mission is to redefine what’s possible in the banking business through the provision of rapid, perpetual, low-latency, data-driven intelligence. To give our customers the kind of slick, intuitive automation they need to transform into the ultra-competitive, innovative, disruptive financial pioneers of tomorrow.

We do this by delivering a single source of truth of a kind never before seen in the financial sector. Not fragmented, not disparate, but an end-to-end value chain of knowledge. A complete, historical, fully-informed, evaluated, and assessed customer view available instantaneously and through the entire customer lifecycle.

Generating the cleanest, most valuable data anywhere in the organization, it will provide the ability to not only de-risk, but to create focused new products and services in ways that would otherwise be inconceivable. Turning risk from cost-center to profit-center with literally unlimited revenue-generation potential.



No other provider can do this.





STREAMLINED AND EMPOWERED FOR THE FUTURE

Neither can any other provider promise the cultural impact of KX Surveillance – to foster the same atmosphere of financial vigilance, risk aversion, and opportunity-awareness.

Giving institutional investigators an all-encompassing view of both individual-entity and systemic risk and opportunity across all lines of business, it enables them to make better, more informed decisions in any and every moment.

It motivates them with clear, actionable intelligence as opposed to the imprecise, false positive generating data to which they're more accustomed. Helping them detect and prevent crimes that would otherwise be obfuscated, it moves them from the back office to the forefront of the business; enabling them to make a more direct contribution to revenue, to bottom line, to the reputation and integrity of the bank and its brand, and even to society at large.



In its simplest terms then, **KX Surveillance means** not just mitigating and minimizing risk, but **actively monetizing it.**

You can with KX.

ABOUT KX SURVEILLANCE

Like second sight for the modern banking business, only KX Surveillance enables you to instantaneously reveal deep layers of anomalies and opportunities, risks and rewards lying hidden in the unprecedented volumes of financial data across your operations.

Giving you instant insight, KX Surveillance's unique microsecond-fast banking analytics transform decision-making speed and accuracy, empowering you to get there first and to get there smarter – at massive scale.

Putting you ahead of the curve, ahead of the game, and ahead of your rivals, it's the truly rapid, informed, data-driven decision-making solution every banking organisation needs to compete in today's hyper-fast financial arena. You can with KX.

Discover more about how unleashing the power of the world's fastest streaming data analytics platform could benefit your organization at www.kx.com



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