Danske Bank

Taking Artificial Intelligence All the Way to the Bank

Danske Bank worked with consultants from Think Big Analytics, a Teradata company, to bolster fraud detection using artificial intelligence (AI). This is the journey this Nordic universal bank took to success.

Business Challenges Faced

Only 40% of fraud caught

99.9% of cases investigated were not fraud

Getting worse because of new payment methods and fraudster sophistication

Implementation Challenges Faced

Lack of enterprise-grade AI compute infrastructure

Incomplete data and analytic foundation for AI

Inability to operationalize decisions at scale

Why AI?

How does AI address that challenge?

AI detects fraud transactions that are part of a series
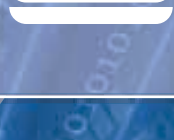
AI evolves with new fraud schemes

AI captures correlation across many features

Think Big Analytics Differentiators

Integrated deep learning software with graphical processing unit (GPU) appliances

Delivered services based on deep learning and industry expertise

Operationalized prescriptive algorithms in complex, high-impact business processes

Results for Danske Bank Using an Enterprise-Grade AI Solution

60% Realized a 60% drop in false positives

Used AI for fraud and risk mitigation

Shifted operational decisioning from users to intelligent systems

Lessons Learned

Leverage deep learning experts who have industry knowledge.

Don't buy a package. Build it.

Take baby steps. Start with something small and concrete.

AI is evolving. This approach allows you to understand AI capabilities versus AI aspirations.

Danske Bank BY THE NUMBERS

2.7M PERSONAL CUSTOMERS

4.995B DANISH KRONE ($7.68B USD)

2.2M eBANKING, MOBILE, & TABLET BANKING CUSTOMERS

236K SMALL AND MEDIUM-SIZED BUSINESS CUSTOMERS

19K+ EMPLOYEES

263 BRANCHES

146 YEARS IN BUSINESS

17 COUNTRIES OF OPERATION

Becoming A SENTIENT ENTERPRISE

Danske Bank is becoming a Sentient Enterprise by reducing fraud loss and increasing customer satisfaction.

The bank has the ability to sense and learn by leveraging machine and deep learning to:

· Detect and determine hidden patterns and signals
· Quickly identify sophisticated financial crime

Watch the video and **read the blog**.

TERADATA