



# From data to intelligence with **AI Express**



## What is AI Express?

A proven methodology that builds a custom AI solution quickly and prepares customers for easy deployment.

## What are the outcomes of AI Express?

Using your historic data in any format, AI Express produces:

- A custom AI working model
- Results you can compare and contrast to existing AI
- An ROI business case for proof of concept
- A future-proof deployment plan

One of the most persistent challenges of implementing a new artificial intelligence (AI) system is time. Many companies will take months or even years to build a model that addresses an organization's needs and populate it with data to prepare for deployment.

Mastercard addresses these challenges with AI Express, our proven methodology that will deliver your working model quickly and effectively. At Mastercard, we work closely with you to identify the correct data, build your AI model and train you on how to use it.

## Transformative technology

You have an organization to run and our mission is to get you working better, faster, more efficiently. Your organization has seen and will continue to see exponentially growing digital datasets. The Brighterion AI and machine learning platform was built to help you get the most out of your data.

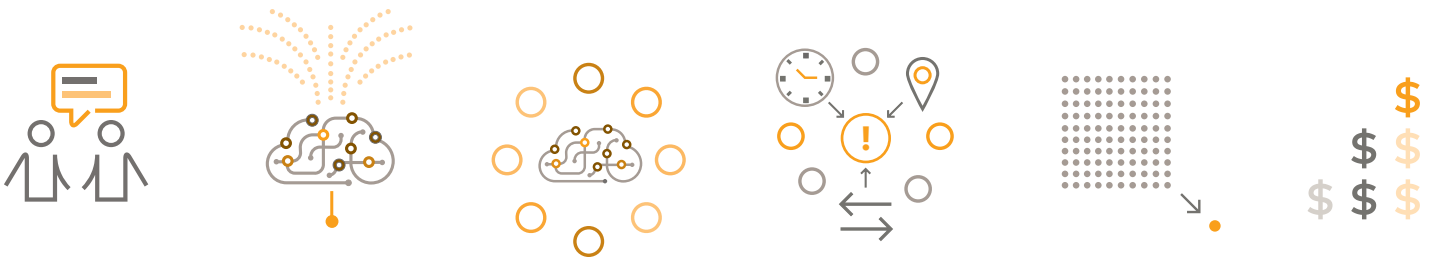
While many of our competitors rely on a manual process to build your new system, AI Express uses Brighterion AI technology to build a personalized model designed to meet your business needs.

## Building your model

Your personalized model will be built in Brighterion AI using your historical data to ensure immediate savings. This and future data are received from any source, in any format, and Brighterion AI enriches it using both artificial intelligence and machine learning. Unsupervised and supervised learning improves outcomes over time, creating AI models that grow and mature with the ever-changing behaviors of fraudsters.

While many of our competitors use a selection of legacy database-driven technologies, only Brighterion AI brings a powerful, distributed file system specifically designed to store knowledge and behaviors. This distributed architecture allows lightning-speed response times (less than 10 milliseconds) with end-to-end encryption and traceability.

Our distributed architecture also allows for unlimited scalability and resilience to disruption as it has no single point of failure. We guarantee 99.99% uptime.



## Six phases of engagement from discovery to deployment

- 1

### Business understanding

Determine business objectives and success criteria
- 2

### Data understanding

Collect, describe, explore and validate data
- 3

### Data preparation

Select, clean, construct and integrate data
- 4

### Modeling

Select modeling techniques and determine model building iterations
- 5

### Evaluation

Evaluate results and review processes to determine next steps
- 6

### Deployment know-how

Review deployment options and create a high-level deployment plan

● **MASTERCARD & CUSTOMER**
● **MASTERCARD**  
CRISP-DM METHODOLOGY

## How do we do it so quickly?

- We accept any data in any format. You simply provide the raw data and Mastercard handles the rest.
- We draw upon a full suite of AI tools, using our patented technology to help solve your pain points.
- We make sense of your data and how it will be used in your organization.
- Our technology, not a small army of data scientists, builds your model drawing on the best of AI and machine learning tools.

By the end of the program, you will be able to demonstrate compelling results against your pain points, produce an AI business case for your company, and choose if our platform is right for you. When your organization is ready to deploy the Brighterion AI platform, we'll be there to coach you on how to use the new knowledge and bring it to all areas of your business.



To learn more contact one of our [AI experts](#) → Visit our [website](#) →

