Live Enterprise Operational CoE relies on data, technology, and risk expertise to prevent fraud

Opportunity

The prevalence of fraud leads to revenue leakage and can also erode a brand if it is not prevented. This is the reason that led to sporting goods brand adidas to team up with Infosys BPM to create a center of excellence focused on identifying and preventing fraud.

This approach, that Infosys BPM calls as the Live Enterprise CoE is a standout example of a digital solution for risk management, according to ISG, in how it brings together technology and risk modeling expertise with human monitoring and training to prevent fraud and losses due to fraud.

Imagining IT Differently

One of the key dimensions of the Infosys BPM solution is a point of service data mining solution that helps find patterns to prevent future fraud. Another dimension is the use of this solution to train employees to be more prepared. The capability to flag suspicious transactions helps avoid a manual search through millions of purchase information points.

Estimation models were set up to better understand exactly how much money adidas could be losing each year, as the fraud by nature is surreptitious and not easily identifiable or measurable. Research based on the different kinds of fraud encountered was used to educate security teams and processes about new tactics.

Future Made Possible

Infosys's solution led to the creation of a center of excellence for adidas with a holistic view of fraud, bringing together different teams working on fraud and fraud-related loss prevention.

This helped adidas identify around $2.5 million worth of suspected fraud in a year, or a YoY reduction of 15% in suspicious transactions.

ISG Digital Case Study Awards 2021

Infosys BPM

adidas

STANDOUT IN Global

STANDOUT IN Retail