

# ARTIFICIAL INTELLIGENCE SPECIAL INTEREST GROUP 7<sup>TH</sup> MEETING

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SEPTEMBER 9, 2021

5:30 PM - 6:30 PM



# AGENDA

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1. Opening Remarks - Dr. Arshad Ali – 10 Min
2. Payment Ecosystem and AI – Hashim Barraaq – 20 Min
3. General Discussion – 30 Min

# 1. PAYMENT ECOSYSTEM AND AI

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1. Payment Ecosystem.
2. Payment Fraud.
3. AI Opportunities in Payment Fraud
4. Safer Payments CoE – An AI Solution

# AI OPPORTUNITIES IN FRAUD

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1. Integrate Supervised and Unsupervised Models
2. Behavioral Analytics
3. Embedding Domain Knowledge
4. Leverage Large Data Sets
5. Adaptive Learning

# SAFER PAYMENTS CENTER OF EXCELLENCE

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1. Plan
2. Learn
3. Market
4. Sell
5. Teach



# SAFER PAYMENTS CENTER OF EXCELLENCE

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## 1. Plan

1. Sign up on BMS
2. Product/Offering Plan
3. Submit your Plan
4. Discuss and finalize

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## 2. Learn

1. Seismic
2. Partner World
3. Courses/Badges & Exam
4. BOX Folder (Reading, Video Content, Lab Exercises)

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## 3. Market

1. Write Blogs.
2. Social Media Campaigns
3. Email Marketing
4. Web Publishing
5. Webinars/Seminars



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## 4. Sell

1. Present to Clients:
  1. Technical
  2. Business
2. Install, Deploy, Configure, Administer, Develop
3. Design Solution Architecture
4. Customer Requirements Discovery and Solution Proposals
5. Proof Of Concepts
6. Demonstrations
7. RFP – Response
8. Project plans

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## 5. Teach

1. Help others learn the solution.
2. Train the install base users.
3. Conduct Client Workshops
4. Create Learning Materials.

# GENERAL DISCUSSION

(SPINNLABS@SPSNET.COM)

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THANK YOU!

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# BACK UP SLIDES

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