

Case Study

Achieving Excellence with 80% YoY Increase in Fraud Prevention



Client Overview

DNB Bank is the largest entity in the DNB Group and Norway's largest bank, offering services to the corporate, retail, and securities markets and the public sector. DNB is committed to preventing economic crime and ensuring a secure digital economy, with a focus on real-time fraud prevention and minimal customer friction. However, in recent years, they faced rising threats like social engineering, investment scams, and CEO fraud, proving the necessity of an agile, technology-driven approach to prevent fraud. DNB became a top-performing fraud fighter and retained that status as the dominant fraud methods evolved from desktop malware to phishing, and from phishing to authorised push payment fraud. As one of the leaders in the Nordics anti-fraud community, DNB publishes an annual fraud report to provide transparency on the threat landscape and the results of their anti-fraud efforts.

“Fraud prevention today requires a multilayered approach. By integrating NICE Actimize’s “IFM” with DataExpert’s “DetACT” solution, DNB built multilayered strategy of Fraud Prevention. This approach ensures real-time monitoring, proactive detection, and streamlined operations, helping us stay ahead of evolving threats and continuously protect our customers.”

Terje Aleksander Fjeldvær, SVP – Head of Financial Crime & Sanctions, DNB

Challenge

One of the key challenges DNB faced before partnering with DetACT and NICE Actimize was the rapid evolution of fraud typologies, delivering security to customers with as little friction as possible, and better automation of fraud management tools. The Nordics market has seen significant shifts in new fraud challenges in recent years, from banking trojans around 2010, to phishing, social engineering and combinations of these nowadays, and DNB knew they must invest in technology to have the ability to defend against these evolving threats. DNB needed a solution capable of addressing both current and future fraud challenges.

The Solution

DNB turned to a combined solution featuring NICE Actimize's Integrated Fraud Management (IFM) platform and DataExpert's (DetACT) solution and have used these systems in combination since 2017. Together, they provide an end-to-end, multilayered approach to fraud prevention, integrating data-driven insights throughout the entire customer journey with best-in-breed fraud analytics, a sophisticated detection platform and robust case management. The combination of "passive" detection from DetACT and an active response from Nice Actimize is a very good fit in this regard.

DetACT: Behavioral Profiling, Network Monitoring, and Forensic Investigation

DetACT delivers a vital layer of protection through advanced user behavior monitoring. This solution passively analyses network data and evaluates user interactions across digital channels, such as online banking, providing continuous behavioral intelligence. Session and risk data are retained for 24 months, enabling comprehensive forensic investigations and uncovering new fraud methods. These efforts are bolstered by dedicated fraud analysts, who enrich insights with DNB's proprietary customer data to create and update a solid ruleset.

The enriched intelligence feeds based on static and dynamic rules integrate seamlessly into IFM's Fraud risk engine enabling IFM to trigger transaction-level alerts. This real-time integration between systems empowers DNB to address emerging fraud patterns with unmatched speed and precision.

IFM: A Comprehensive Fraud Prevention Platform

IFM uses real-time detection, decisioning, and self-learning capabilities to stop fraud before losses occur. The platform incorporates multi-model detection, typology-based risk scoring, and collective intelligence, providing DNB with a robust defense against various fraud typologies. IFM's intelligent data orchestration allows seamless integration of external data, further enhancing fraud detection and operational efficiency.

The Solution

“By integrating DetACT’s passive monitoring of user behavior with NICE Actimize’s enriched transaction data and active response capabilities, we’ve strengthened fraud prevention and protected DNB’s customers. This partnership has not only improved our value detection rate but also allowed us to handle a nearly 1000 % increase in digital fraud cases through automation, with minimal staff increases.” Terje Aleksander Fjeldvær, SVP – Head of Financial Crime & Sanctions, DNB

A Multilayered Approach to Fraud Prevention

Fraud prevention today demands more than just detecting suspicious transactions—it requires a holistic, multilayered strategy that addresses fraud at every stage. DNB prevents fraud by spotting fraud risks early on based on monitoring the user interaction, leveraging IFM risk models to perform the right intervention. By combining IFM with DetACT, DNB was able to implement an end-to-end fraud prevention strategy that addresses the following areas:

1. **Real-Time Monitoring and Detection:** IFM’s AI-driven approach ensured that fraud was detected in real-time across all channels and payment types. This allowed DNB to monitor evolving threats across different payment channels holistically, while detecting wide ranging fraud typology threats including scams and social engineering attacks.
2. **User Profiling and Behavioral Analytics:** DetACT’s user behavior monitoring was instrumental in spotting anomalies, such as changes in login patterns or abnormal transaction behaviors. By continuously profiling customers, DetACT provided early alerts that were cross-referenced with IFM’s detection models, enabling proactive fraud prevention.
3. **Risk-Based Scoring and Intelligence Integration:** IFM’s fraud analytics, combined with DetACT’s risk alerts, allowed DNB to better assess the likelihood of fraud at both the user and transaction levels. This was especially critical for combating authorised push payment fraud, such as romance and investment scams.
4. **Comprehensive Fraud Strategy:** IFM’s AI-powered strategy management allowed DNB to continuously simulate, assess, and deploy new fraud prevention rules. The platform’s machine learning models also ensured that DNB benefited from optimised and consistent value detection rates, whilst keeping their models and strategies updated against emerging fraud typologies.
5. **Seamless Fraud Operations:** The integration between IFM and DetACT streamlined DNB’s fraud operations, from alert triage and forensic investigation. IFM’s automated feedback loop further enriched DNB’s fraud models, ensuring continuous optimisation of fraud strategies.

“The combinations of these systems have been a success since 2017, focusing on the static and dynamic detection rules. Moving forward, we will focus on enhanced use of the AI-models provided by the solutions.”

Terje Aleksander Fjeldvær, SVP – Head of Financial Crime & Sanctions, DNB

Outcome

By harnessing the combined power of IFM and DetACT, DNB achieved remarkable enhancements in fraud prevention capabilities. The partnership delivered an impressive year-over-year fraud prevention rate exceeding 80% across all attempts.

Conclusion

DNB's success with NICE Actimize and DataExpert highlights the power of an integrated, multilayered approach to fraud prevention. By combining real-time AI-driven detection with sophisticated behavioral profiling, DNB has been able to significantly reduce fraud losses, improve detection rates, and protect its customers from the most advanced threats. This case study demonstrates the value of implementing an adaptive fraud prevention strategy that evolves alongside the fraud landscape, ensuring long-term security and operational efficiency.

About NICE Actimize

As a global leader in artificial intelligence, platform services, and cloud solutions, NICE Actimize excels in preventing fraud, detecting financial crime, and supporting regulatory compliance. Over 1,000 organisations across more than 70 countries trust NICE Actimize to protect their institutions and safeguard assets throughout the entire customer lifecycle. With NICE Actimize, customers gain deeper insights and mitigate risks. Learn more at www.niceactimize.com.

About DetACT

Engineered for Peak Performance & 100% visibility for cutting-edge protection: DetACT is your essential solution for safeguarding your end-customers.

The DetACT team of DataExpert has over 15 years of experience in fighting online banking fraud. Today we protect more than 20 million people throughout Europe. DetACT has both in-house software development and a dedicated fraud analysis team. Everyone is focused on our mission: No More Fraud. This is how DetACT bridges the gap between real-time fraud detection and after-the-fact knowledge of how damages could have been prevented.

DataExpert supports its customers in cyber & financial crime investigation and data security. By providing the right technology, managed services, expertise – training, consultancy, investigation and support – DataExpert contributes to a safer society. To learn more, go www.dataexpert.eu/detact.

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