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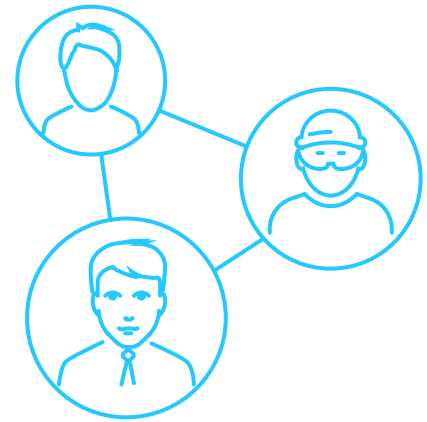
Strengthen CDD with Network Risk Analytics



The Importance of Network Risk Analytics

To accurately assess customer risk, it's essential to understand customers and their relationships. If you're assessing a customer's risk independently of their relationships, then connections to high-risk individuals, entities or criminals may go unnoticed, leading to an inaccurate risk assessment and ineffective ongoing monitoring. Financial institutions (FIs) can leverage network risk analytics to assess customer relationships and identify associated risks.

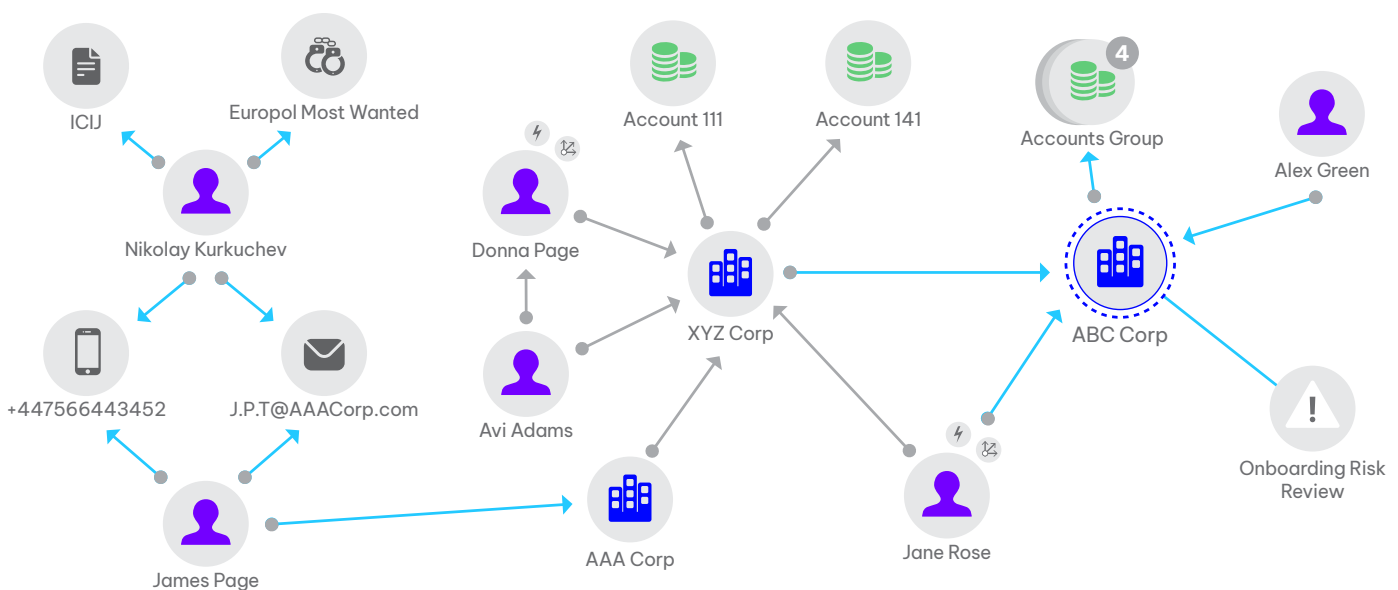
Entity relationships are identified using KYC information, transactional data, and data from third-party data sources. With network analytics, FIs can achieve a fuller understanding of their customers and achieve more accurate customer risk assessments.



How Does Network Risk Analytics Work for CDD

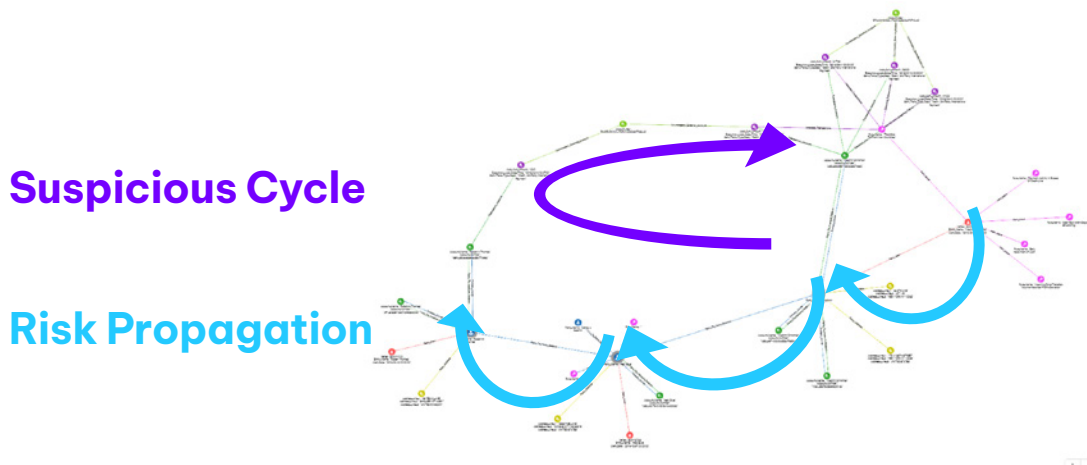
Network risk analytics gathers internal and external data to identify links. Entity resolution is used to resolve entities, ensuring that data is correctly associated with the right entity.

Attribution data—such as addresses, emails, IP or device IDs, corporate connections, account connections, and other data—is connected to build a relationship network. The network is enriched with risk information on the related entities such as politically exposed persons (PEP), sanctions status, adverse media, and other information that heightens risk. Through analytics, this information is used to assess how the relationship risk impacts the risk of your customer.



Strengthen Ongoing Risk Monitoring

Network risk analytics provides additional insights for ongoing risk monitoring. With risk propagation and continuous network monitoring, network risk analytics shows how risk may spread. As risk factors within the customer's network change, they must be re-risk rated to ensure an always-accurate risk score and confirm that the customer is within the FI's risk tolerance.



Network risk analytics provides a holistic view of customers and their relationship networks. With related risks taken into consideration when assessing the risk of your customer, CDD can be more effective.

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