TruNarrative partners with French AI firm Bleckwen to expand its financial crime solution.

Leeds-headquartered TruNarrative has added French fraud detection and prevention specialist, Bleckwen, to its industry-leading financial crime platform. The latest partnership with the French firm will enable the integration of Bleckwen's sophisticated dynamic behavioural analytics service – powered by real-time explainable Artificial Intelligence (AI) – into the brand's existing financial crime and onboarding solution.

Bleckwen's technology is able to detect fraud across payment transactions and credit applications in real-time, as well as flag any unusual online activity. In addition, it includes explainable Machine Learning algorithms which deliver human-readable alerts that are actionable. This feature details the main reasons behind an alert decision, allowing for better AI model governance.

In addition, Bleckwen's AI-based detection technology decreases the overall level of false positive alerting – a critical component in reducing operational overhead – and maximises the efficiency of fraud resources whilst also reducing customer friction.

Combining TruNarrative's market-leading technology with Bleckwen's behavioural analytics expertise, means organisations will have a greater choice and more control over their financial crime strategy when onboarding and monitoring customers and third parties.

The mutually beneficial collaboration will allow clients to easily adapt to evolving fraud patterns and techniques using the TruNarrative platform, without requiring extensive technical resources or additional IT projects. Bleckwen's customers can also choose the TruNarrative platform as a route to access the firm's Machine Learning solution, in conjunction with the full onboarding and financial crime management platform.

TruNarrative's cutting-edge software is currently used by companies across the globe and has been deployed across a range of industries including banking, lending, online gambling, eCommerce and payments services.

The tech gives users full autonomy over their financial crime management strategy, while maintaining regulatory compliance and increasing risk visibility, whilst minimising operational costs – all delivered via a single Application Programming Interface (API) and managed through the TruNarrative user interface.

Explaining the rationale behind the collaboration, head of channels and partnerships at TruNarrative, Mike Harriss, said:

> "The partnership with Bleckwen demonstrates our commitment to including the latest services for detecting fraud and money laundering in the TruNarrative AppStore marketplace. Our service-agnostic approach means customers get complete choice over the insights used in their fraud and compliance strategies. There is no one-size-fits-all approach when it comes to financial crime protection, we allow for bespoke configuration."

Alexandre Alberdi, head of partnerships at Bleckwen added:

> "Partnerships are at the heart of our growth strategy. Bleckwen is always seeking to deliver best-in-class solutions to banks across Europe, the Middle East, Africa and the US, and in collaborating with TruNarrative, we are excited by the opportunity to deliver better fraud management and protection to clients."

BLECKWEN

Bleckwen: real time Explainable Machine Learning solution for financial crime detection.
Founded in 2016 as part of Ercom, and spun out in January 2019, Bleckwen has been investing in state-of-the-art real time explainable AI-based systems for use in fraud detection. With 35 people based in Paris and London, Bleckwen provides an effective, robust response against fraud. The company has already won 2 major customers since the product was released, including a tier-1 global bank. Bleckwen recently won 2019 EBA Day Fintech of the year, based on the innovation and dynamic nature of its fraud detection solution, and is on track for company growth, with plans to open offices in both the UK and US by the end of the year.

Visit our press room: https://bleckwen.ai/pressroom/

Contact:
Domitille Leriche
t. +33 6 20 21 48 91
e. domitille.leriche@bleckwen.ai

in   linkedin.com/company/bleckwen

🐦   @bleckwen_ai

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TruNarrative was founded in 2016 with a single mission: to make safe commerce simpler, with offices in London, Leeds UK, and Atlanta GA. TruNarrative aims to transform the fraud, KYC and AML process by providing a product built on state-of-the-art technology. Delivering the best of data science to ambitious companies of all sizes.
TruNarrative's has partnerships with major credit reporting agencies, document and biometric verification services, device intelligence suppliers, and dozens of other market-leading data service providers. These integrations can be easily configured by business users without any coding.

Learn more at www.trunarrative.com.

Contact:
Ryan Hulse
t. +44 (0) 203 887 1539
e. rhulse@trunarrative.com

in   linkedin.com/company/trunarrative

🐦   @TruNarrative