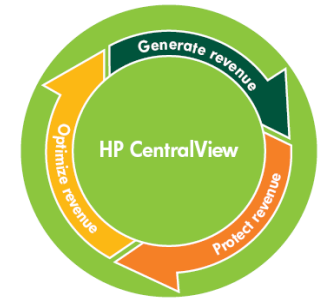


# HP helps Customer reduce subscription fraud

## HP CentralView Subscription Fraud Prevention



"The HP solution provides precise feedback about the new potential subscriber to the sales team in a few seconds and that real time decision support is really key."

- Credit and Anti Fraud Manager, Customer

Objective	Approach	Results
<ul style="list-style-type: none"><li>• Reduce the mean time to detect the subscription fraud</li><li>• Increase overall fraud detection effectiveness</li><li>• Identify the fraudster before the activation</li></ul>	<ul style="list-style-type: none"><li>• New Business Intelligence modules to enhance decision support capabilities in business processes</li><li>• Case Scoring</li><li>• Comprehensive view: usage and subscriber</li><li>• Adaptive to identify relationships among subscribers</li><li>• Scalable to address always growing data volume with high granularity</li></ul>	<ul style="list-style-type: none"><li>• Subscription fraud detection effectiveness increased 30%</li><li>• Subscription fraud detection time reduced 80% using case scoring</li><li>• Analyst productivity increased 27%</li><li>• Real time decision support identification of the fraudster <i>during</i> the sales process</li></ul>

For more information, visit [www.hp.com/go/centralview](http://www.hp.com/go/centralview)