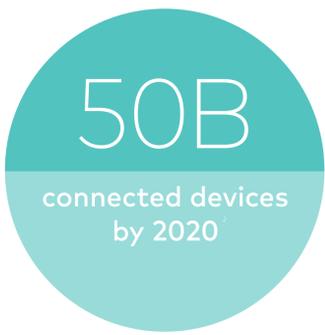


Harness the power of artificial intelligence to solve complex business challenges



Current landscape

Organizations must find a way to capitalize on the 2.2 billion gigabytes of data produced every day¹



What is AI?

Artificial Intelligence (AI)

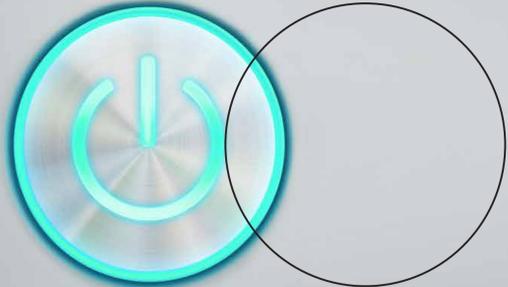
Systems that can learn to identify and classify complex patterns in real-time, based on collected data, and predict events with a high degree of accuracy

Machine Learning (ML)

A subset of AI technology that can systematically learn from experience without any explicit programming or redevelopment

AI Express

Swiftly and smartly switch-on AI in a matter of weeks



A 5-8 week engagement that rapidly develops industry-leading AI models around a specific business challenge using your organization's historical data

Six phases of engagement from discovery to deployment



Transformative technology

Mastercard delivers mission critical AI solutions powered by Brighterion, enabling customers to take advantage of this powerful technology

60,000+

Over 60,000 transactions per second (75B+ annually) are processed through Brighterion software

2000+

Over 2000 clients across key verticals such as financial services, merchants and healthcare use Brighterion software

74/100

74 of the largest 100 US banks use Brighterion-powered software

5-8 wks

Production ready custom models in as little as 5 weeks

Opportunities

AI can facilitate complex decision making for mission critical applications in diverse industries

Product Recommendations

Optimize product recommendations to be individually relevant across a large customer base

Customer Attrition

Identify and predict customer attrition with an all-encompassing view of the customer journey and interaction

Credit Delinquency

Pinpoint future delinquencies and act on them before they occur

Acquirer Operational Excellence

Help acquirers make better decisions for onboarding, risk and operational processes

1. McKinsey Analytics, Crossing the Frontier: How to apply AI for impact, June 2018
 2. Cisco, Growth of the internet of things 2017
 3. IBM, 10 Key Marketing Trends for 2017
 4. Mastercard research, 2018