AT&T technology solutions

Global Fraud Management System (GFMS)

AT&T Global Fraud Management System is a robust suite of data mining and management applications developed by AT&T Labs to reduce fraud-related losses and enable quick reaction to market developments. In fact, AT&T is collecting, processing and evaluating over 350 million customer events a day. GFMS’s flexible architecture provides real-time access and customizable views to customer data and related activities. Now, businesses can evaluate and act upon critical business information such as usage management, instant marketing and consumer behavior.

Sample Applications:

- Compiles transaction information with data feeds from multiple sources to provide correlated information into organized, time sensitive and usable packages for analysis
- Systematically identifies customer account behavior by combining simple threshold analysis with complex pattern detection algorithms and data relationships
- Provides a wide array of web-enabled point and click interactive analytical query and web-based reporting tools that return results instantly
- Allows multiple reporting functionalities – ranging from scheduled reports to on-demand reporting and graphical representation of the data

What’s Unique About GFMS?

- Executes complex queries against 400 billion records and yields results in minutes
- Web-based query tools offer a user-friendly interface
- Centralized alert manager creates an immediate alert when fraud is detected
- Scalability is virtually unlimited. One database was expanded from 10TB to 40TB simply adding disk space
- 100% data integrity; the architecture ensures data is never lost or corrupted
- 24-hour x 365-days-a-year system availability

For additional information, please contact us via e-mail at attip@att.com

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