



Find the needle in your data haystack

Don't let the difficulty of spotting anomalous data cause problems for your business. Finity's Artificial Immune System (AIS) is a data defence system built on artificial intelligence operation like the body's immune system. Developed by leading Artificial Intelligence experts, it uses a novel artificial network to model the joint probability distribution of any set of data in any industry.



How businesses are using AIS

Insurance claims screening: detects anomalous and suspicious claims and keeps fraud out.

Applications screening: detects unusual applicant profiles for insurance, loan or other types of financial contract applications.

Pricing automation: decides when automated pricing should be reliable or when policy attributes are unusual and pricing would be too uncertain.

Cyber security: protects websites by detecting, and alerting for suspicious traffic.

Digital advertising: detects digital advertising fraud when digital ads are being displayed to bots instead of real people.

About Finity

Finity's unrivalled depth of actuarial and strategic expertise has inspired a range of cutting-edge products focused on practical commercially aware solutions that add value to your business.

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