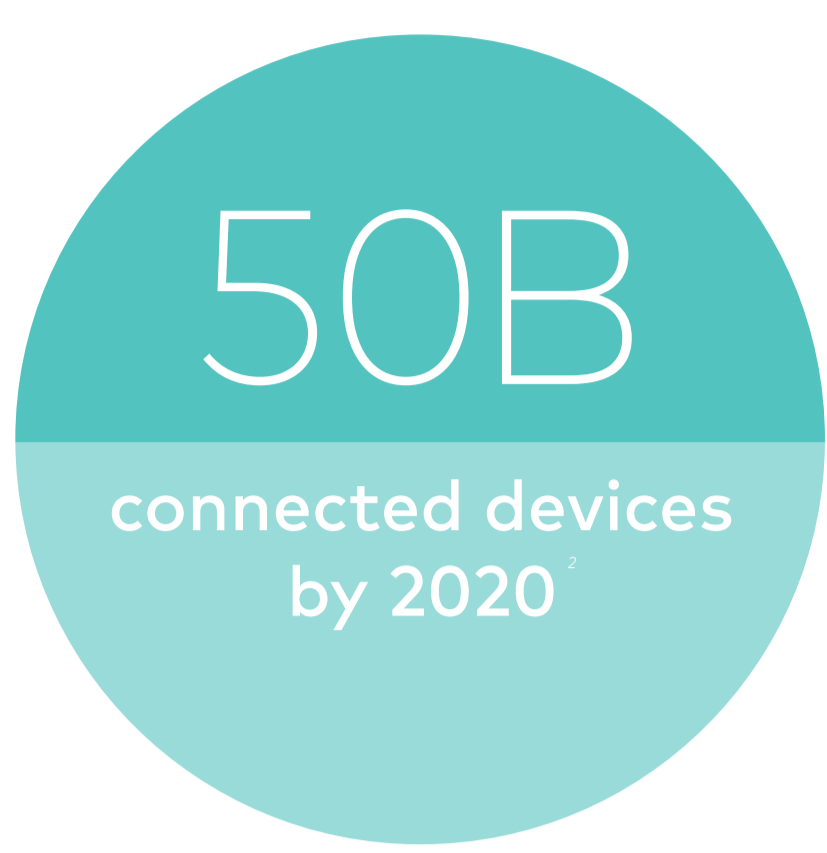


Harness the power of artificial intelligence to solve complex business challenges



## Current landscape

Organizations must find a way to capitalize on the 2.2 billion gigabytes of data produced every day<sup>1</sup>



## What is AI?

### Artificial Intelligence (AI)

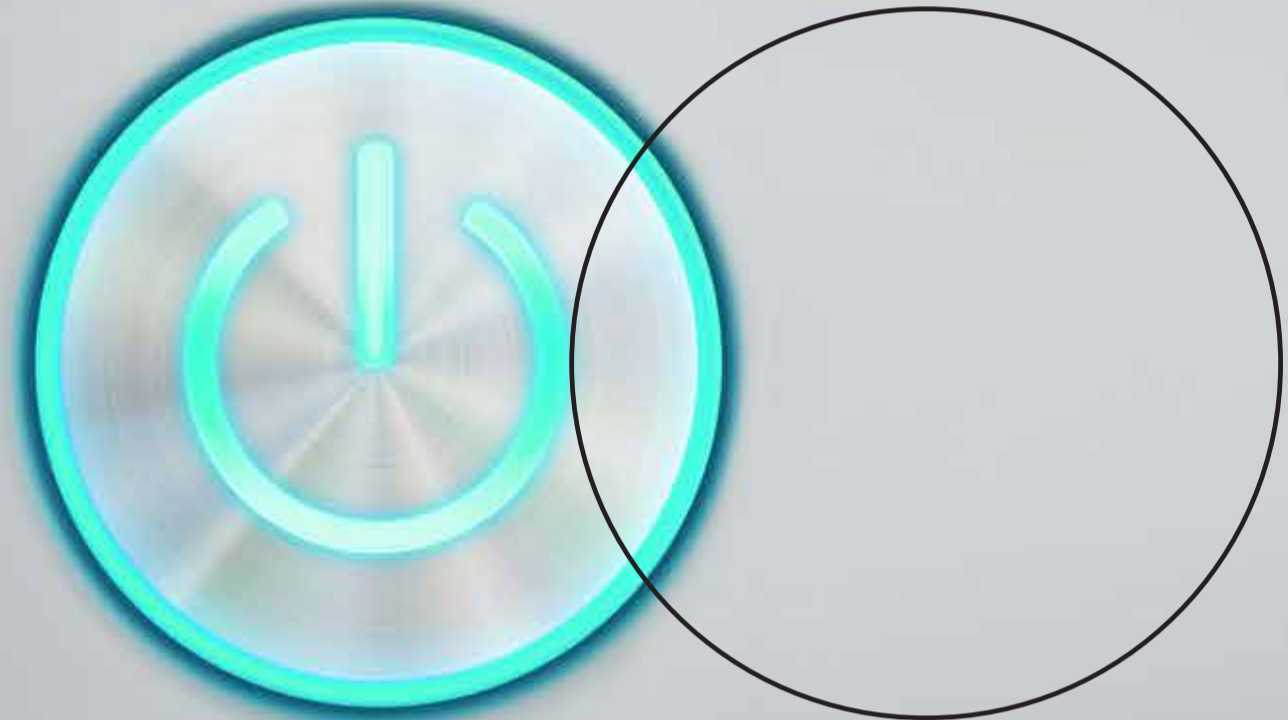
Systems that can learn to identify and classify complex patterns in real-time, based on collected data, and predict events with a high degree of accuracy

### Machine Learning (ML)

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

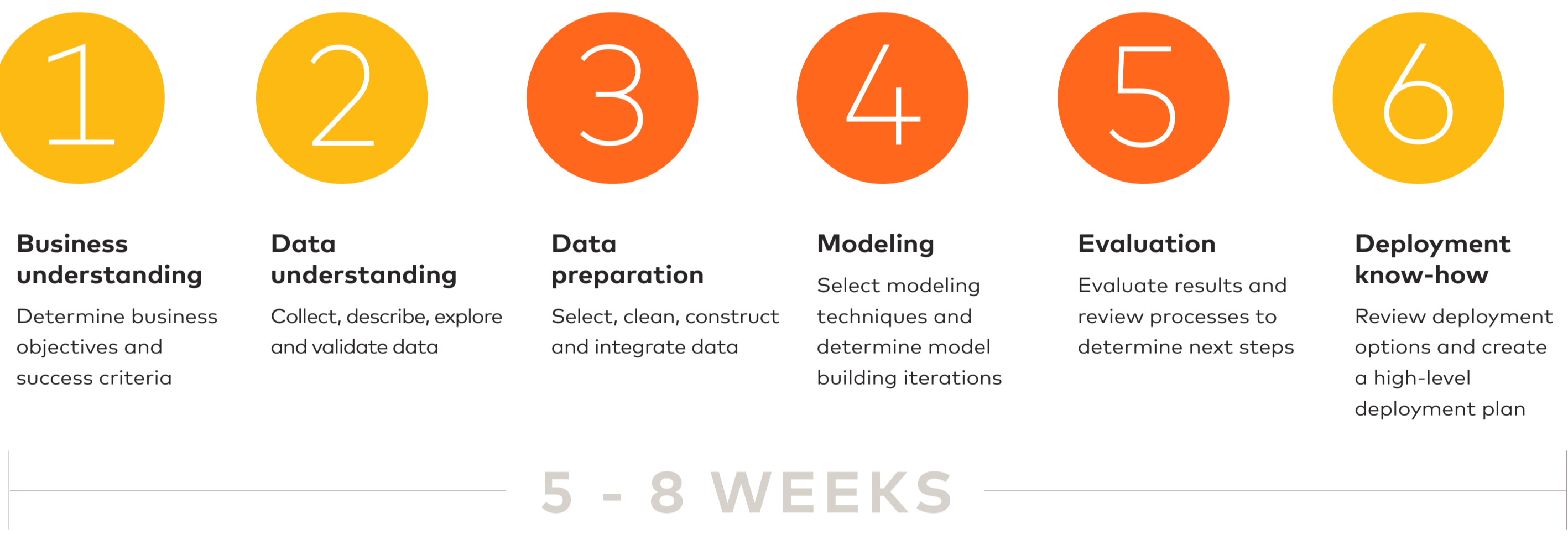
## AI Express

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

74/100

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

2000+

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