

SymphonyAI Sensa-NetReveal entity resolution

Detect financial crime across complex networks

The challenge of meaningfully connecting data

To meet regulatory requirements and combat financial crime, financial institutions must clearly understand their customers, transactions, and, critically, the connections between them, overlaid with insights integrated from external data sources.

The challenge arises from the volume of data to sift through. Data entry errors, system inconsistencies, common yet unlinked customer attributes (such as phone numbers or addresses), or even intentional falsification can all result in multiple references to the same customer, or concealed links between related customers. This increases the risk of fraud, money laundering, and terrorist financing as financial institutions may overlook hidden connections among entities.

Without creating a comprehensive view of customers and the relationships between them, spotting suspicious activity poses an enormous challenge.

SymphonyAI Sensa-NetReveal entity resolution: A single-entity view to analyze relationships within complex networks

Financial institutions around the world use SymphonyAI Sensa-NetReveal's entity resolution to resolve multiple customer entries, surface relationships, and highlight hidden connections. The capability is available as an add-on for augmenting Customer Due Diligence (CDD), Transaction Monitoring (TM), and Watchlist Management (WLM) solutions and can be seamlessly integrated regardless of the deployment environment, whether it be through Software as a Service (SaaS), cloud, or traditional on-premise systems.

Sensa-NetReveal's entity resolution uses data analytics to:

- Resolve where multiple records are referencing the same or clearly related person/ organization.
- Identify where common details are shared, such as an address or phone number.

Entity resolution connects diverse records and data sources to surface and reconcile discrepancies, establish matches, and **achieve a single-entity view**.

Sensa-NetReveal's entity resolution offers comprehensive insights, data enrichment, and dynamic visualizations. It delivers immediate value by automating tasks and tapping into external data sources, streamlining operations, and improving decision-making.

Entity resolution in action

Use case 1:

Find the same customer



Single subject with unreconciled records and bad data

Use case 2:

Find related customers



Related individuals working together; deliberate data obfuscation

Entity resolution is instrumental in fighting financial crime

- 1. Delivers results out of the box:** With a simple setup, entity resolution seamlessly integrates into existing workflows and starts delivering actionable insights to support informed decisions shortly after implementation.
- 2. Automatically identifies duplicate and related customers:** Advanced algorithms and machine learning capabilities are built to automatically detect and consolidate duplicate customer records and uncover hidden relationships and associations between customers. This saves valuable investigator time and ensures a comprehensive view of customer interactions.
- 3. Automatically and dynamically visualizes customers and their connections:** Entity resolution makes the information accessible and actionable through dynamic visualizations that present customer data in an intuitive and interactive format. These visualizations help investigators navigate through interconnected customer networks and empower them to make data-driven decisions.
- 4. Mitigates the complexity of data clean up:** The SymphonyAI Sensa-NetReveal data quality analysis tool assesses the quality of incoming data and generates a report containing recommendations for data enhancement and cleansing.
- 5. Integrates third-party data:** Integration with third-party data sources provides access to a vast pool of additional information, enhancing customer insights and providing a more holistic understanding of customers and their behaviours.



Valuable for any investigator. I use [Sensa-NetReveal's] entity resolution in all my investigations...it saves hours of [manual] work that would more than likely result in links being missed.

Compliance investigator at a large, multinational bank

How Sensa-NetReveal entity resolution works

Sensa-NetReveal's entity resolution employs advanced algorithms to establish links between entities and find potential matches. Once entities are resolved and linked, activities identified as suspicious, based on identified relationships, can be flagged for in-depth investigation. To ensure the most accurate insights, the entity resolution capability utilizes an iterative matching technique that continually augments records with additional data.

Matching & Linking

Algorithms are used to identify potential matches and links between entities.



Risk assessment

Once entities are resolved and linked, suspicious activities can be flagged for further investigation.



Enhanced Investigations

All investigations and subject searches include related customer count.



Sensa-NetReveal entity resolution utilizes an iterative matching technique that continually augments records with additional third-party data for the most accurate insights.

About SymphonyAI

SymphonyAI Sensa-NetReveal, a division of SymphonyAI, provides leading AI-based financial crime detection software. SymphonyAI, a leader in predictive and generative AI enterprise AI SaaS, is building the leading enterprise AI SaaS company for digital transformation across the most critical and resilient growth verticals, including retail, consumer packaged goods, finance, manufacturing, media, and IT/enterprise service management.

Request a demo or contact us for more information:
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