

Building Bridges Hackathon

CHALLENGES

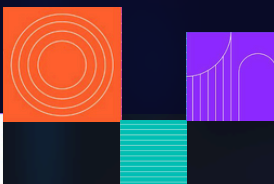
1 – Building 360° Customer Views

Fraud detection starts with understanding your users. However, SEON's current approach stores only event-level data, making it difficult for fraud teams to evaluate risks at a user level or to manage complex, multi-layered checks efficiently. Your challenge is to change that.

Imagine a world where businesses can access comprehensive user profiles, providing a full view of an individual's interactions, behaviors, and risk indicators. These profiles would not only serve investigative and analytical purposes but also act as the backbone for orchestrating SEON's multi-layered fraud, AML, and IDV workflows. By consolidating historical data, aggregated metrics, and real-time activity, your solution will help create a robust system that bridges our three core services and streamlines operations across the platform.

Your solution should aim to:

- **Aggregate data** to create detailed user profiles that include key information (e.g., name, date of birth, device data, AML results, transaction history, fraud history such as triggered high-risk rules, and IDV verification outcomes).
- **Enable risk-based decision-making** through calculated metrics (e.g., unusual transaction patterns, velocity analysis, behavioral anomalies) that can also inform multi-layered checks in real-time workflows.
- **Facilitate data transfer and storage** of user-level information to enable seamless orchestration between Fraud, AML, and IDV services. The user profile should act as the central component for coordinating and streamlining these operations.
- **Enhance visualization** for fraud investigators to quickly analyze user behaviors and interactions, including profile-level aggregated data, risk categorization, and historical trends.



This project is about more than investigation—it's about creating a 360° view of users that integrates deeply into SEON's ecosystem, enabling real-time decisions, efficient orchestration, and streamlined operations. By connecting Fraud, AML, and IDV through comprehensive user profiles, your solution will empower businesses to detect risks faster, make smarter decisions, and manage onboarding processes with ease.

Industries like iGaming, eCommerce, retail, and beyond will benefit from these innovations, ensuring safer and more efficient user management.

What we will provide

Competitors will be provided with the following:

- Ability to create new preview environments on the DEV stage of the SEON infrastructure
- Access to an anonymized set of transactions
- Access to currently existing rule configurations in the system
- Available mentors to help you with your ideas

Note: If you need to use any additional tools that must be purchased, reach out to the mentoring team for approval

Implementation and technology

You are free to use any programming languages, frameworks, database engines, etc. If you wish to use the OpenAI APIs, please use the company provided credentials.

Judging criteria

Your solutions will be evaluated based on the following criteria:

- **Innovativeness:** How novel is the solution compared to existing solutions available on the platform
- **Impact / Value:** How could the solution improve our customer's experience in detecting fraud
- **Feasibility:** Could the solution be implemented at SEON's scale
- **Prototype:** How well the prototype solution is implemented
- **Presentation:** Was the solution presented in an engaging way

