

Vision

Real-time alerts
to changes in
your customer
fraud-risk level

Fighting Fraud and Financial Crime Together

Data-driven and collaborative solutions that protect organisations from fraud and financial crime, making it harder for criminals to operate.



Data



Intelligence



Learning



Protect your business and your customers with Vision

Vision is the UK's leading risk monitoring solution. It delivers automated real-time risk alerts to proactively protect your organisation and your customers from fraud and financial crime.

Vision scans your customer book 24/7 for changes in your customer-risk level, enabling you to take rapid, decisive action that can prevent money, assets and goods being lost to criminals – from limiting credit and restricting facilities, to recalling purchases in transit.

It monitors the key threats targeting your business, including, but not limited to:

- ▲ **Money muling** – transferring illegally obtained funds on behalf of criminals.
- ▲ **Identity fraud** – using someone else's personal information without permission, or creating a synthetic identity, to commit fraud or other crimes.
- ▲ **First party fraud** – an individual deliberately providing false information or misrepresenting themselves to gain financial benefit.
- ▲ **Account takeover** – gaining unauthorised access to someone's account to steal money or personal information.

How does Vision work?

Operating with the highest standards of information security, Vision harnesses the power of the Cifas National Fraud Database (NFD) to alert you to risks in your customer book before they strike.

The NFD is the largest and most comprehensive fraud-risk database in the UK. Hundreds of organisations from across various sectors share data and intelligence to fight fraud.

Every two minutes, a case is filed to the NFD by one of almost 800 Cifas member organisations. Each case recorded to the NFD could warn you of a new risk to your business – and Vision will alert you if it does, so you can take action to mitigate and prevent losses.

Vision's key benefits

- ▲ Provides continuous insight across the customer lifecycle.
- ▲ Vision will alert you to risk changes that weren't detected or present at onboarding stage, stopping them from becoming a long term or unseen risk to your organisation.
- ▲ With Vision, you'll also be able to detect high-risk accounts that could indicate money muling and other criminal activity, so you can easily close or monitor them.

One Cifas banking member identified a projected fraud prevention value exceeding £2.5 million, highlighting Vision's ability to deliver significant financial impact.

A UK retailer found that over half of the alerts generated by Vision occurred 30 days or more after initial onboarding.



Delivers precise and tailored alerts

Say goodbye to false positives or trawling high volume batch search results – you control the settings and parameters that Vision operates with.

We'll work with you to preset your custom alerts, meaning you'll only see alerts for the fraud-risk types you want. You can also customise the data fields that are returned.

Finally, you can set alerts at Subject Level and distinguish between alerts for a perpetrator and those for a victim.



Saves money and time

Vision continuously scans your customer book without the need for time-intensive manual resource – allowing you and your team to focus on proactive investigation and other business-critical activities.

It prompts fast, proactive action that can prevent money, assets and goods being lost to criminals – from limiting credit facilities and restricting facilities, to recalling purchases in transit.

One banking member calculated that, had they implemented Vision in the previous year, it would have delivered over 10 times the return on investment.



Helps strengthen areas of your business subject to regulatory oversight

- ▲ **KYB/KYC** - Detects unusual behaviour that can help investigate and verify the legitimacy of a company and consumer identities.
- ▲ **AML** - Identifies customers with a link to a money laundering filing(s) so you can investigate and prevent the customer from laundering money through the facility they have with them.
- ▲ **FCA Consumer Duty rules** - Alerts to customers who have been a victim of identity fraud and account takeover elsewhere, allowing you to take steps to safeguard their facilities with your organisation.
- ▲ **Mandatory Reimbursement Requirements** - Authorised Push Payment (APP) fraud is on the rise. By enabling proactive action, you can prevent customer losses occurring that would otherwise need to be repaid.

The FCA NFD and Mule Detection Review January 2025 states: *'Using the NFD effectively, together with detection tools designed to trace the proceeds of fraud across payment networks, is critical in tackling mule activity.'*

Who uses Vision?

Vision can be a game-changing part of your fraud-fighting armoury. It can be used across industry too – take a look at how five of the key financial sectors deploy it:

Sector	Relevant Threat						
	High-risk customers	Post-onboarding identity fraud	First party fraud	Account takeover	Criminal misuse of facility	False charge-backs	False claims of non-delivery
Banking	✓	✓	✓	✓	✓		
Credit card	✓	✓	✓	✓	✓	✓	
Retail and trade	✓	✓	✓	✓	✓		✓
Building societies	✓	✓		✓			
Fintechs	✓	✓	✓	✓	✓		

Vision has real benefits for sectors beyond finance, trade, and lending – such as asset finance, insurers, gaming, telecoms companies, and many more. Whatever your sector, we'll talk to you about how Vision can work for you.



What does Vision give access to?

Vision accesses key Cifas datasets within the NFD. It monitors over two million cases of:

- ▲ **Asset conversion:**
Unlawful sale of an asset subject to credit agreement.
- ▲ **Identity fraud:**
Individuals abusing personal data to impersonate innocent parties or create a fake identity to open accounts.
- ▲ **False application:**
Applications made with material falsehood.
- ▲ **False insurance claims:**
When an insurance claim or supporting documentation of a claim contains material falsehoods.
- ▲ **Misuse of facility (account):**
Individual who obtains a facility (account) with the deliberate intent of using that facility for fraudulent conduct.
- ▲ **Facility (account) takeover:**
When a subject abuses personal data to hijack an existing product.
- ▲ **Third party data sources:**
General Register Office (GRO), deceased data; Royal Mail fraudulent redirections.

A large UK banking member demonstrated that 14% of their misuse of facility cases could have been proactively identified and mitigated through use of Vision.

thinkmoney thinkmoney adopts Vision for real-time monitoring of customer fraud risk

Who are thinkmoney?

Thinkmoney is a UK-based fintech offering innovative financial services solutions, including current accounts and money management tools, designed to help customers manage their money more effectively.

thinkmoney's challenge

Before implementing Vision, thinkmoney had robust systems in place to prevent fraud. However, with the growing threat of APP fraud and the increasing sophistication of criminal networks, thinkmoney wanted to take its preventative measures even further. Vision offered an opportunity to strengthen existing controls with real-time, intelligence-led alerts to changes in customer fraud risk.

Vision configuration

Thinkmoney has been using Vision since September 2024 and are receiving real-time alerts to changes in its customers fraud-risk level. The intuitive Vision dashboard makes investigations easy for analysts to work.

The team at Cifas worked closely with thinkmoney to optimise how the Vision alert filters were configured, basing the recommendations on the outputs of discovery workshops, proof of value analysis, and alignment with its current acquisition strategy. The alert filters are continuously refined to help thinkmoney's fraud teams focus on the highest-risk cases.

Proving the value of Vision

A retrospective proof of value exercise demonstrated how Vision could have made thinkmoney aware of high-risk accounts, enabling it to prevent the fraud before it happened. This insight confirmed Vision's clear return on investment allowing thinkmoney to prevent more fraud and protect more customers.

Since implementing Vision

29% of alerts led thinkmoney to take proactive interventions, including account withdrawals or enhanced monitoring.

47% of these alerts identified potential money mule activity, allowing thinkmoney to act quickly, reducing the risk of accounts being misused for APP fraud.

By integrating Vision, thinkmoney has added another layer of defence to an already strong fraud prevention framework, ensuring it stays ahead of evolving threats and continues to safeguard customers with confidence.

'Vision is now one of the key features within our suite of financial crime prevention and detection tools. Having access to such a rich consortium of data throughout the lifetime of an account, gives us an enriched understanding of our customer base, the potential to identify emerging trends before they reach us, and the opportunity to identify suspicious accounts before they have facilitated APP fraud.'

Mandy Mullery-McCourt
Head of Financial Crime - Operations - Thinkmoney



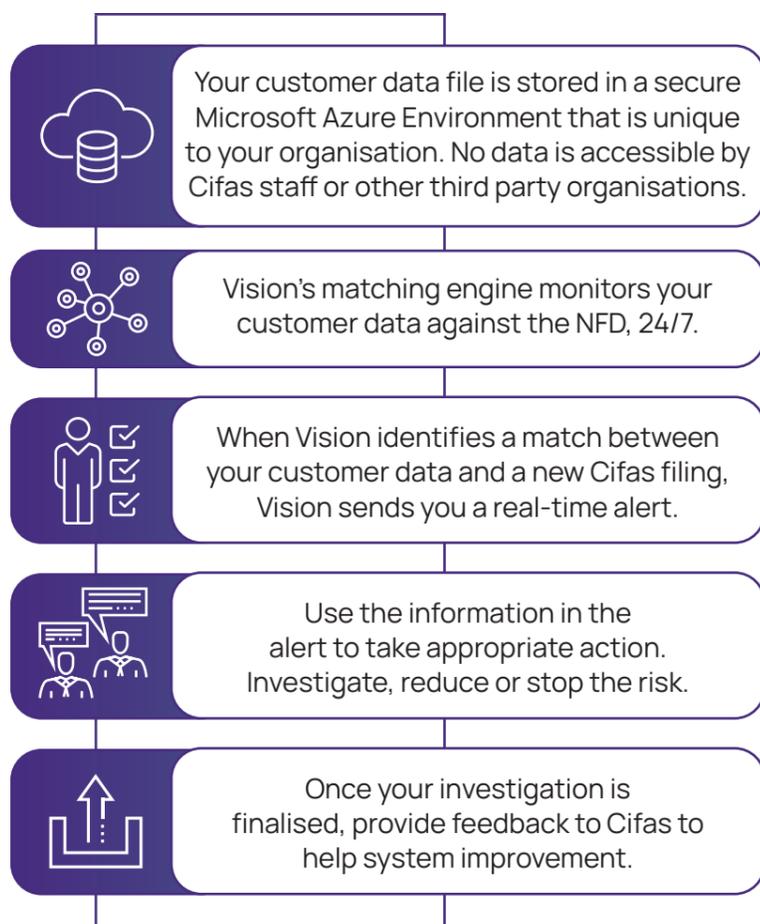


How to deploy Vision

API integration is the fastest and most efficient way to use Vision and see the benefits other organisations do.

Our API process is simple and secure: we'll work with you to preset your custom alerts, which means you'll only see alerts for the fraud-risk types you want. You can also customise the data fields that are returned.

Finally, you can set alerts at Subject Level and distinguish between alerts for a perpetrator and those for a victim.



Cifas is working on delivering new fraud fighting solutions including APP Victim Check, where members share data associated with APP fraud to prevent re-victimisation.

In the future, early adopter member Tide will be able to receive these alerts through their existing Vision integration, with no additional development required.

Tide chooses Vision for real-time alerts to changes in its customer fraud-risk level

How Vision helped

By implementing Vision, Tide has streamlined its customer monitoring process and significantly reduced manual checks and errors. With real-time alerts configured to Tide's preferences, it can now proactively identify and address potential fraud risks, safeguarding its customers' accounts and protecting the business.

Vision will also help Tide reduce received APP fraud with alerts to potential money mules in its customer base. Tide can investigate these accounts and close or monitor closely to prevent funds from victims being received into them.

Who are Tide?

Tide is the leading business financial platform in the UK. Tide helps SMEs save time (and money) in the running of its businesses by not only offering business accounts and related banking services, but also a comprehensive set of highly usable and connected administrative solutions from invoicing to accounting. Tide has 600,000 SME members (customers) in the UK (more than 10% market share) and more than 275,000 SMEs in India.

Tide's challenge

Tide significantly reduced account closures for fraudulent activity by 56% since implementing NFD checks as part of their onboarding strategy. Tide then began looking to strengthen ongoing transaction monitoring. The organisation required an automated, proactive monitoring solution that would give it a wider view of customers behaviours, outside of there Tide facility, so it could identify fraud risks much quicker.

This would allow investigators to focus on what they do best - preventing fraud, protecting Tide members, and getting one step ahead in the fight against fraud.

The results

Tide has upgraded its customer monitoring strategy, enabling real-time awareness of changes to its customer fraud-risk level enabling it to take immediate action against fraud risks.

'The NFD has proven its value over the past five years in detecting and preventing fraud. Combining Vision made sense to drive further efficiencies, reduce risk and gain a more comprehensive understanding of our customers. This is enabling us to stay one step ahead in the fight against fraud.'

Matthew Tataryn
Director of Financial Crime
Tide



See the value of Vision for yourself

Working with a sample dataset provided by your organisation, we'll conduct a Vision Proof of Value exercise which will show you:

- ▲ The monetary value of fraud losses that could have been preventable with earlier identification and action.
- ▲ The monetary value of any savings that occurred when the risk was identified and action taken (such as proactive withdrawal of credit facility).
- ▲ The number of unique cases Vision would have alerted you to.
- ▲ The number of alerts you would have received (this can be more than the number of unique cases, as you can be alerted by more than one member organisation to the same customer).
- ▲ The percentage of cases that incurred a loss.
- ▲ The types of fraudulent conduct that made up these cases.

For Cifas members unable to provide a sample dataset, we can use your NFD filings over a specific timescale to provide you with your percentage (not monetary) values.

One large UK banking member found that the solution could have provided early indicators in 17% of successful identity fraud cases, enabling swift intervention.

Vision showed another UK digital bank that 1 in 3 of its alerts indicated mule behaviour in the customers flagged.

Vision's security is our priority

Cifas is trusted by hundreds of private and public organisations, including the UK Government and law enforcement agencies. We operate to the highest standard of information security and are ISO/IEC 27001 and Cyber Essentials certified.

Vision:



Has robust controls for access management and secure software development



Follows strict encryption, monitoring, and deletion protocols to protect data



Hosts data in the Microsoft Azure UK cloud



Provides quick and effective incident response

One UK building society found it would have received 41 identity fraud related alerts every month with use of Vision.

Contact the Vision Team

Vision is available to all Cifas members.

Contact us today and discover how Vision can change how you see your risk: vision@cifas.org.uk

Click here to visit our [Vision web page](#)

Non-members can become Vision users, but they must also join as Cifas NFD members as part of the process.

