# Introducing our speaker

Michael Bottala, CPA

Director, Strategic Insights

Michael Bottala, CPA is an experience accounting professional in audit and consultancy. With a Masters of Accounting from Loyola Marymount University (Los Angeles), Michael spends his time identifying, communicating and strategizing the best ways for financial professionals to leverage artificial intelligence in their current roles. As a result of these innovative approaches to leveraging new technologies, Michael was named a Top 100 Accountant by the Los Angeles Business Journal.

The global standard for AI-powered risk discovery
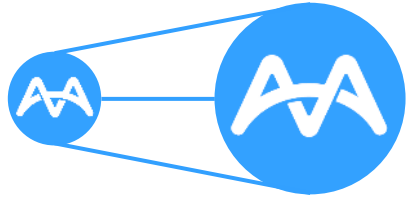
MindBridge is one of the fastest growing FinTech's with **6x** growth since 2021

MindBridge has analyzed

>90B transactions

while supporting datasets in the hundreds of millions

AICPA SOC 2 Formerly SAS 70 Reports

SOC 2 Type 2 attestation

www.aicpa.org/soc4so

25,000+

Audit and financial professionals globally use MindBridge

A-LIGN ISO 27001 CERTIFIED
A-LIGN ISO 27017 CERTIFIED
A-LIGN ISO 27018 CERTIFIED

Security-focused with multiple ISO certifications

Trust MindBridge's world-leading, safe, ethical, transparent AI audited by

Holistic AI

>65% of MindBridge revenue is reinvested back into product development

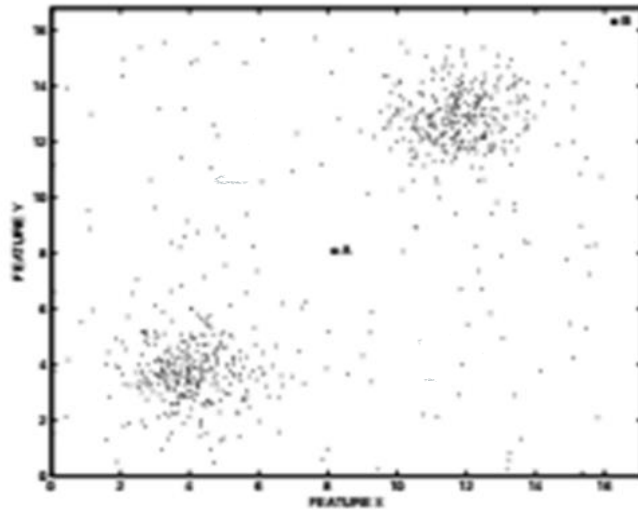**WORLD ECONOMIC FORUM**

Forbes AI50 TOP AI FIRMS TO WATCH 2021

Stop chasing the noise and improve efficiency

MindBridge drives efficiency through eliminating the "noise" and focusing you on the real anomalies

Without MindBridge
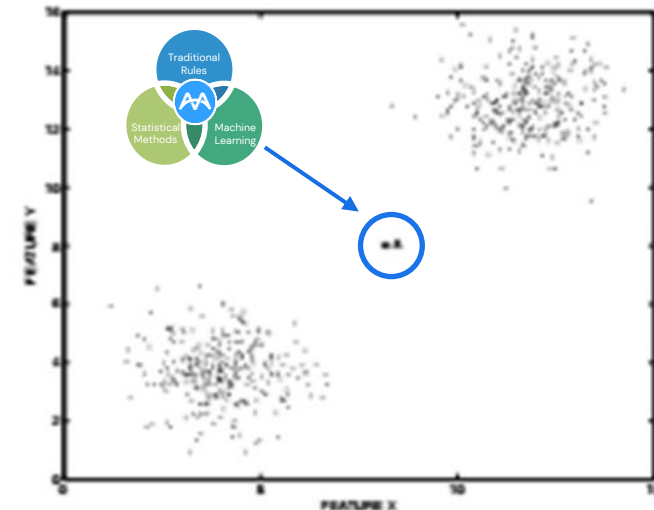
Noise leads to inefficiency:
- What should you be looking at?
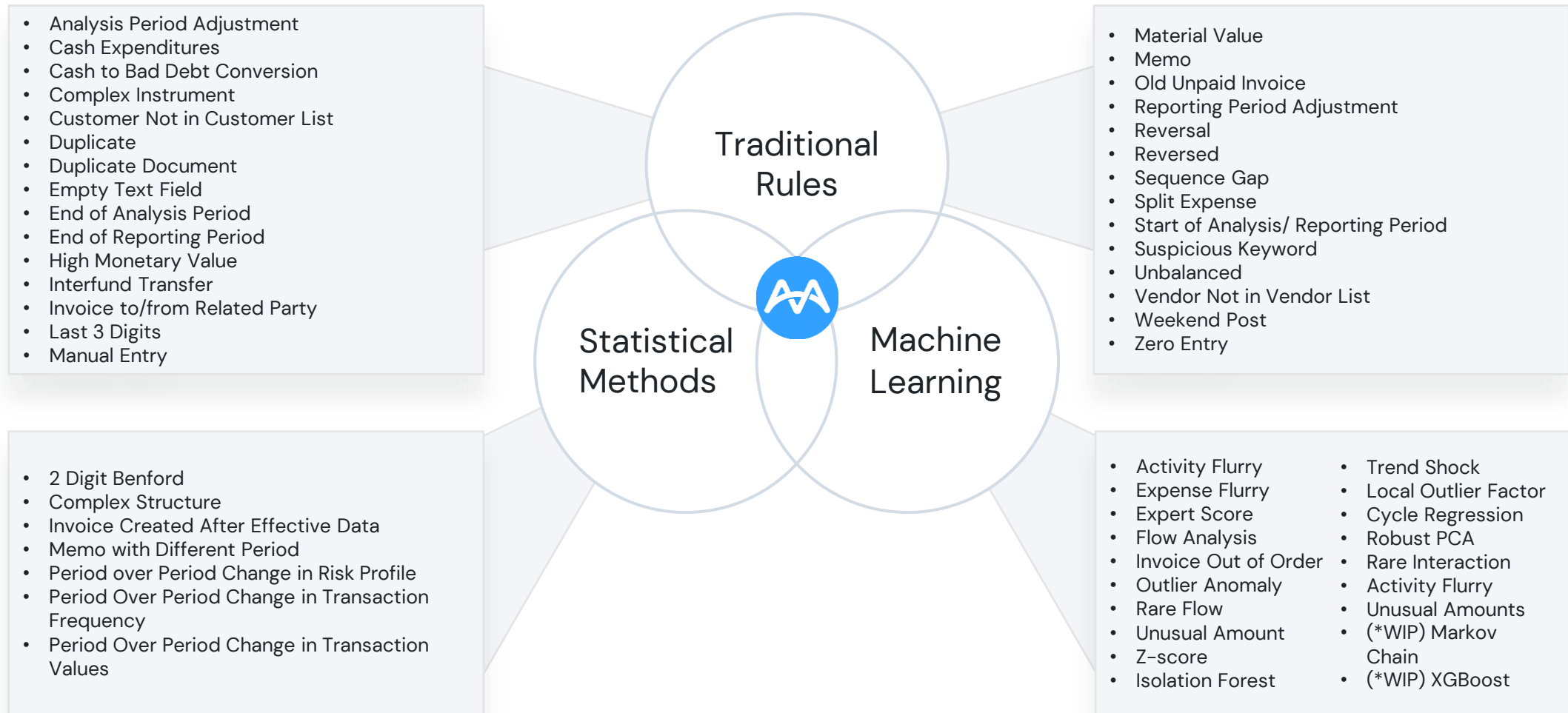- How much capacity do you need to allocate?

With MindBridge

MindBridge's experienced ensemble AI eliminates the noise so you can:
- Focus on real anomalies
- Allocate the proper resources

Source: Aggarwal, Charu C.. Outlier Analysis

Ensemble AI delivers unique insights

Next-gen Ensemble AI combines insights from several algorithms to produce a unique, holistic analysis of 100% of your data

Traditional Rules

Statistical Methods

Machine Learning

- Analysis Period Adjustment
- Cash Expenditures
- Cash to Bad Debt Conversion
- Complex Instrument
- Customer Not in Customer List
- Duplicate
- Duplicate Document
- Empty Text Field
- End of Analysis Period
- End of Reporting Period
- High Monetary Value
- Interfund Transfer
- Invoice to/from Related Party
- Last 3 Digits
- Manual Entry

- Material Value
- Memo
- Old Unpaid Invoice
- Reporting Period Adjustment
- Reversal
- Reversed
- Sequence Gap
- Split Expense
- Start of Analysis/ Reporting Period
- Suspicious Keyword
- Unbalanced
- Vendor Not in Vendor List
- Weekend Post
- Zero Entry

- 2 Digit Benford
- Complex Structure
- Invoice Created After Effective Data
- Memo with Different Period
- Period over Period Change in Risk Profile
- Period Over Period Change in Transaction Frequency
- Period Over Period Change in Transaction Values

- Activity Flurry
- Expense Flurry
- Expert Score
- Flow Analysis
- Invoice Out of Order
- Outlier Anomaly
- Rare Flow
- Unusual Amount
- Z-score
- Isolation Forest
- Trend Shock
- Local Outlier Factor
- Cycle Regression
- Robust PCA
- Rare Interaction
- Activity Flurry
- Unusual Amounts
- (*WIP) Markov Chain
- (*WIP) XGBoost

Considerations to Adopting AI

Algorithm validation

University College London has reviewed MindBridge's algorithms and ensemble to verify that the analysis is operating as described by MindBridge

Outcome

- The algorithms work as designed
- What the algorithms implemented will do when operating
- That MindBridge has sufficient review processes in place

3rd party validation proves the privacy, explainability, robustness & unbiased nature of our algorithms
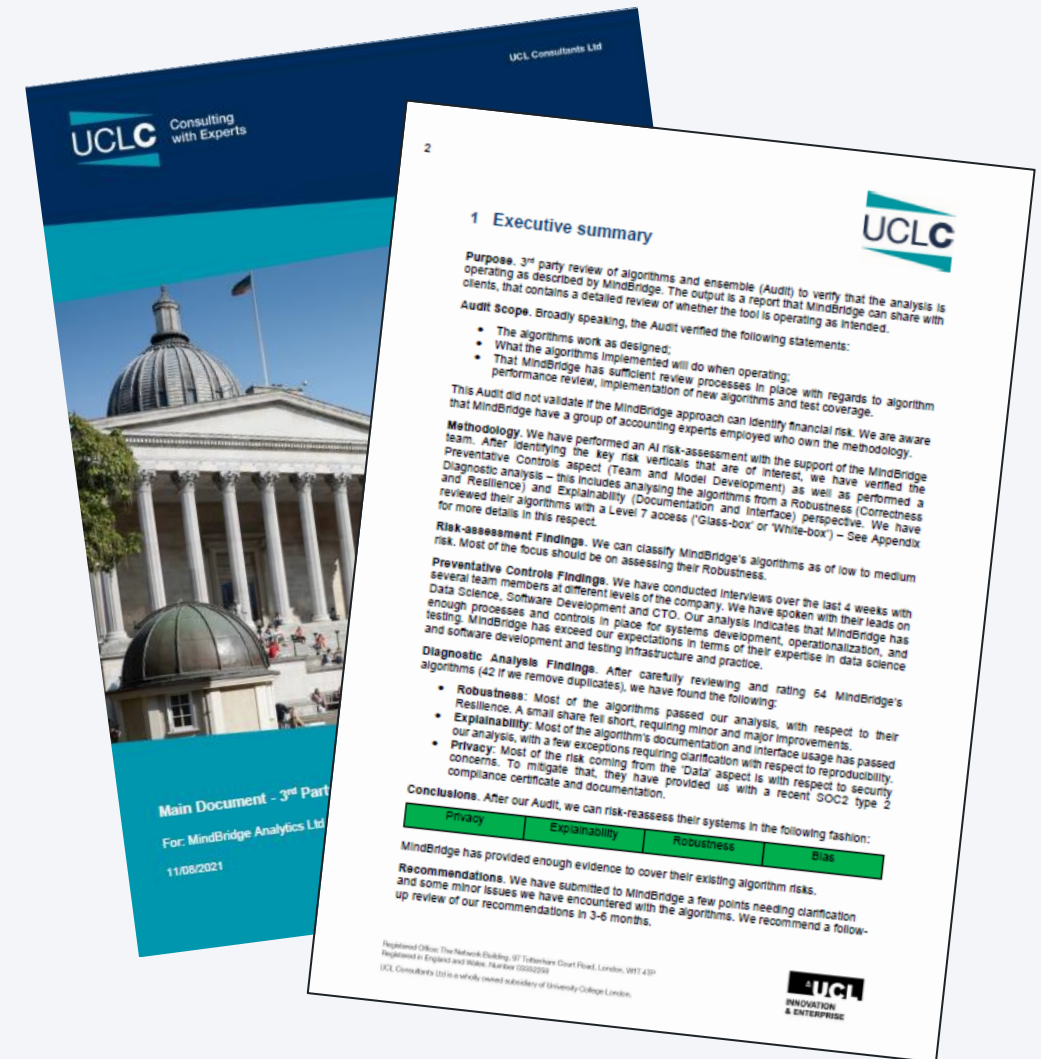
Pillars of excellence

Guiding Principles

- Start with a narrow slice but go very deep; broaden over time with expertise
- Deploy strategically with teams and regions that can be showcased to the rest of the organization
- Focus on gap identification and remediation before scaling

People strategy

- Identify and train "super users"
- Onboard users via direct training and "train the trainer"
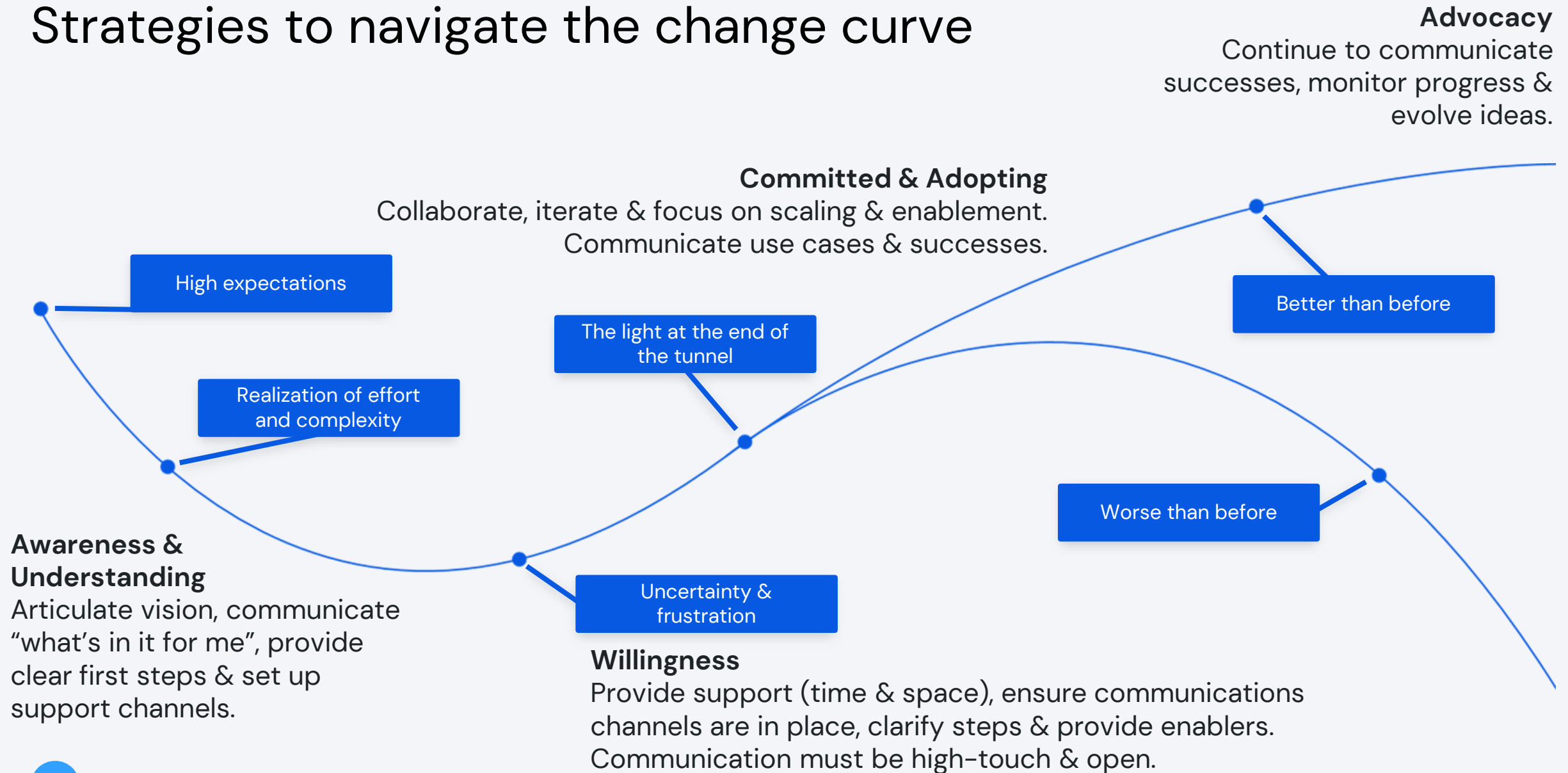- Develop comms / internal marketing strategy

Data strategy

- Determine data strategy and tactical approach (e.g., centralized vs. decentralized, use of APIs, etc.)
- Standardize account grouping and mapping

Audit Strategy

- Identify priority regions
- Understand value of MindBridge and how it fits in your audit
- Create a workflow for procedures
- Clear documentation and guidance for auditors

MindBridge®

Strategies to navigate the change curve

Advocacy
Continue to communicate successes, monitor progress & evolve ideas.

Committed & Adopting
Collaborate, iterate & focus on scaling & enablement. Communicate use cases & successes.

High expectations

The light at the end of the tunnel

Better than before

Realization of effort and complexity

Worse than before

Awareness & Understanding
Articulate vision, communicate "what's in it for me", provide clear first steps & set up support channels.

Uncertainty & frustration

Willingness
Provide support (time & space), ensure communications channels are in place, clarify steps & provide enablers. Communication must be high-touch & open.

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Adoption Pyramid – Steps to Becoming an AI Advocate

It is important to understand the key steps that individuals go through from **initial awareness** of a new tool or process, to becoming an **advocate**. Without clear communication at any one of these steps, the stakeholder can step to the right and shift down the pyramid.

Advocate	Detractor
Adopting	No LT Adoption
Committed	Not Committed
Willing	Not Willing
Positive Perception (articulate value to "me")	Negative Perception (cannot articulate value to "me")
Clear Understanding	Unclear Understanding
Aware	Not Aware

Start

MindBridge®

ADAPTED FROM DARRYL CONNER'S THE EIGHT STAGES OF BUILDING COMMITMENT