

# E-COMMERCE WEBSITE UI AUTOMATION



**Performance  
Optimization**  
Analysed thousands  
of web pages/day



**Delivering  
Insights**  
At scale



**Time and Cost  
Reduction**



**Make Faster  
Ease of analysis**

## The Client

Washington-based web services  
company

## Industry

Consulting Services

## Overview

Our client provides payment risk management services, including merchant due diligence, compliance and fraud protection, for acquiring banks, payment service providers, card networks, independent sales organizations and merchants.

## Business Challenge

A merchant risk intelligence solutions provider wanted to automate e-commerce web content analysis for a government organization. The products classes and payment options are required to be captured by specific search and dynamic navigation paths.

## Our Approach:

A cognitive process automation solution with

- Scalable multi node big data platform with NoSQL storage
- Capable of processing multiple site at once
- Microservices-based API interface
- Advance algorithms for reading text within images
- NLP based content classifier for cognitive processing
- Deep Learning models for large scale image-mining

## Outcomes

- ✓ Detect fraud in real-time making fraud detection faster.
- ✓ Optimize lose prevention and maximize profitability.
- ✓ Provide secured ecosystem for merchants and their customers.