



SYNALOGiK

# Automated Adverse Media Intelligence



## How we Found the Missed KYC Information

### Client Background

In our recent Demonstration meetings, we heard from two different operators in the same week about a challenge that had just emerged in their onboarding process. Their compliance teams had completed standard Know Your Customer (KYC) checks on prospective customers using their existing third-party compliance platform. All indicators suggested the customers were low-risk. However, when the teams- conducted deeper, manual investigations, effort that required significant analyst time, they uncovered adverse media that the automated system had failed to detect. This discovery raised two critical concerns for the operators:

- **How many other high-risk- customers might be slipping through their current system?**
- **How could they reduce the heavy manual workload required to validate results?**

### Our Approach

To demonstrate the capability of Scout we replicated the exact search methodology and investigative steps their analysts used, only this time through our automated system setting up the search parameters in a couple of minutes. Within seconds, our platform:

- Identified the same adverse media their manual review uncovered.
- Surfaced additional high-risk- information that had not been detected by either their compliance tool or their analysts.
- Consolidated all findings into an audit -ready, fully traceable report, detailing the reasoning, sources, and risk indicators behind each result.

### Results

#### 1. Dramatically Reduced Investigation Time

What previously required extensive manual research was completed in seconds. Analysts could immediately focus on decision making- rather than data gathering.

#### 2. Higher Accuracy and Broader Coverage

Our system not only matched the client's manual findings but expanded them, uncovering additional adverse media that materially changed the customer's risk profile.

#### 3. Full Transparency and Auditability

The automatically generated report provided:

- Clear evidence trails
- Source citations
- Risk rationale
- A defensible audit record

This level of transparency strengthened the client's compliance posture and reduced regulatory exposure.

### Impact

The demonstration highlighted a significant gap in the client's existing compliance workflow. By adopting our solution, they could:

- **Reduce onboarding risk**
- **Improve detection accuracy**
- **Eliminate hours of manual research**
- **Strengthen regulatory defensibility**



See how we found the missing intelligence  
Call or mail for a Technical Demo



0800 260 6985



Sales@synalogik.com