

## USE CASE

# Agentic insider threat analytics for betting platforms

## Target

Detect insider threats and potential fraud within sportsbook and betting platforms by continuously analyzing employee behavior across operational systems.

## Challenge

Sporting betting platforms operate in highly regulated environments where internal misuse of privileged access can expose organizations to financial risk and regulatory violations. However, insider threats are difficult to detect using traditional monitoring tools.

- ⚠ Employee access spans trading systems, customer databases, risk platforms, and transaction systems.
- ⚠ Suspicious activity may occur across multiple systems and appear harmless in isolation.
- ⚠ Manual monitoring of logs and access events cannot keep pace with operational activity.
- ⚠ Detecting collusion, odds manipulation, or unauthorized withdrawals requires correlating complex behavioral patterns.
- ⚠ Compliance teams must investigate alerts quickly while maintaining strong evidence trails.

## Solution

Using SeekrFlow™, organizations deploy agentic insider threat analytics that continuously monitor employee activity across critical operational systems.

The AI agent correlates signals across logs, user roles, and behavioral patterns to detect anomalies such as unusual access patterns, suspicious transactions, or manipulation of betting parameters. When suspicious activity is detected, the system autonomously investigates and generates explainable alerts with contextual evidence for security and compliance teams.

## EXAMPLES

- Detect unusual adjustments to betting limits or odds that may indicate manipulation.
- Identify abnormal access to sensitive customer records outside normal job responsibilities.
- Flag suspicious withdrawals, account changes, or irregular betting patterns tied to employee activity.
- Correlate activity across logs, access roles, and historical patterns to support compliance investigations.

## Impact

- ☑ Detect insider fraud and manipulation earlier
- ☑ Protect customer funds and platform integrity
- ☑ Strengthen regulatory compliance and audit readiness