Model Release Approach FAQ

At Ekata, we are constantly improving our model to evolve and adapt to the latest fraud trends. We continually monitor our models to ensure accuracy and are constantly working to ensure our models remain performant and relevant to the current fraud trends.

We've heard your feedback around the impact and challenges in reacting to updates to Ekata's models. As a result, we are launching a new approach to model releases that allow you to access our latest innovations, while having time to plan for and absorb the data in production.

Overview

What is the new model release approach?

This new approach to model releases will allow you to transition between your current and the newest model versions within a five-month transition window.

Our new model release approach will provide:

- Regular communications from our product team of the newest model versions
- Consistent and predictable release windows that you can plan for
- A flexible migration timeline of up to five months, allowing you to choose when to migrate
- Clear, actionable migration paths for all integration types (rules, machine learning, or both)
- Data that shows anticipated impact to distribution changes

Why do we release new models?

As fraud patterns change, fraudsters' tactics become more sophisticated and complex, making it critical to evaluate machine learning models to avoid model degradation. We analyze customer and fraudster behavior in the Network in order to understand how identity elements are being used in real-world queries. As COVID-19 continues to impact digital commerce and fraud patterns, transaction-level intelligence becomes even more significant as new online shoppers emerge. We retrain our models about every six months to ensure we are leveraging the most current training data and providing up-to-date and performant data to our customers.

Why are we standardizing this process?

This approach will help minimize any impact of model releases on your production environment and eliminate future aborted model releases or rollbacks. We will be communicating the release of the newest model version during consistent, predictable timeframes (August and February of each year).

Release Timing and Composition

When will models be released?

Updates to existing production models (ex. Identity Risk Score, previously known as Confidence Score, IP Risk) will occur in the "release windows" of February and August. Exact release dates will be shared appropriately one month prior to release, but "release windows" will occur in February and August. All model updates will be included in the context of a single release.

When will this new approach go into effect?

The new model release approach will take effect in August 2020. Exact release dates will be shared appropriately one month prior to release, but "release windows" will occur in February and August.

What is the anticipated impact of the release in August 2020?

The August 2020 release window will contain an update to Identity Risk Score (previously known as Confidence Score.) More details will be provided about this specific update shortly.

Will we always update all models (Identity Risk Score, IP Risk, Network Score) at every release window?

A release may include updates to one, multiple, or no models. Models are monitored in production and measured on an ongoing basis to help evaluate when an update is required. We update models to deliver significant performance improvement.

When will exact release dates be known?

We will communicate exact release dates approximately one month prior to release, but "release windows" will occur in February and August.

When a release occurs, will my production environment immediately be moved to the new models?

No, the default behavior for all customers is to remain on the current models when a release occurs. If you choose, you can update the default behavior to immediately switch to the new models when they are released.

Our flexible migration timeline will allow you to choose when to migrate during the five-month transition window where both models will be available.

Migration

How long do I have to move from the current version to the newest version?
You will have a period of five months to move from the current models to the newest models. During that five-month window, both versions will be available.

How do I choose when to migrate?
Those who are assigned the admin role can choose which model version outputs are returned in the admin panel at app.ekata.com. From this new configuration page, you can choose when to migrate each API key independently, as well as your Pro Insight instance.

What happens if I don't migrate at the end of a transition period?
If you have not chosen to move to the new models at the end of the five-month transition period, you will be automatically migrated to the new models.

Do I have to manually move to new models every time Ekata does a release?
No, you can choose default behavior for future model releases.