

# NICE Actimize

## Transforming Adverse Media Screening with Agentic AI



Adverse media screening is the process of researching an entity to determine whether a financial institution (FI) should establish or continue a business relationship.

**Agentic AI enhances entity-level adverse media research by automating discovery, contextual relevance scoring and structured documentation, enabling analysts to focus on materiality and final risk determination.**

### 1 Client Initiation & Screening Trigger

Screening is activated by onboarding, periodic review or event-driven triggers, initiating a structured and policy-aligned investigation.

AI AGENT

### 2 Agentic Adverse Media Research

An AI agent retrieves and consolidates licensed adverse media content into a structured evidence base, delivering faster, comprehensive coverage without web scraping.

AI AGENT

### 3 Article Relevancy Scoring

Analyzes and ranks articles and media results based on entity relevance, contextual alignment and data confidence to prioritize meaningful findings.

AI AGENT

### 4 Summarization

Generates contextual summaries of relevant findings, including sentiment signals, to reduce manual review effort.

AI AGENT

AI ORCHESTRATION

### 5 Validation & Profile

Analysts validate findings and update the client profile with structured insights, ensuring accuracy and policy alignment.



HUMAN ANALYST

### 6 Outcome & Risk Decisioning

A final risk determination is made using consolidated evidence, supporting consistent, audit-ready outcomes.



HUMAN ANALYST



## From Manual Effort to Intelligent Orchestration

By embedding automation and agentic AI across the KYC lifecycle, institutions move beyond incremental efficiency gains toward true workflow transformation. Analysts remain accountable for critical decisions, while AI agents streamline data collection, contextual analysis and profile assembly.

This human-plus-AI model reduces operational friction, strengthens risk confidence and provides a scalable foundation for modern, defensible KYC operations.

[Learn more about Actimize AI in action](#) →

**NICE Actimize**

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