



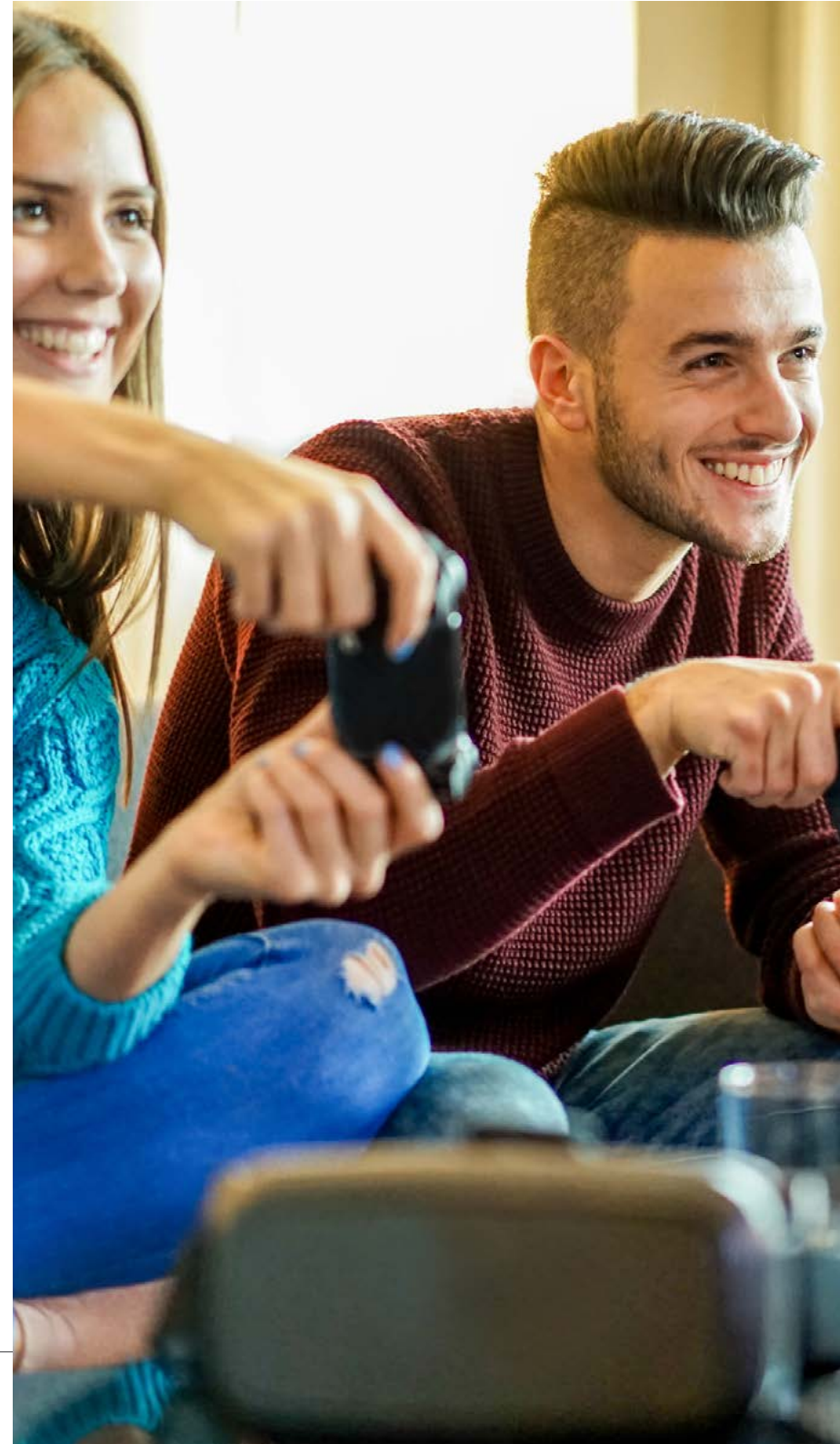
Accertify
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Ubisoft renews its collaboration with Accertify Fraud Management to protect game integrity and fair play for gamers, controlling its payment fraud prevention activity through the platform

Customer Overview

Ubisoft is a leading creator, publisher and distributor of video games and interactive services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Far Cry, For Honor, Just Dance, WatchDogs, or the Tom Clancy video game series including, Ghost Recon, Rainbow Six and The Division. The teams throughout Ubisoft's worldwide network of studios and distribution subsidiaries are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2019-20 fiscal year, Ubisoft generated net bookings of €1.534 million, or \$1,813. To learn more, please visit: www.ubisoftgroup.com



Challenge

The launch of Ubisoft's e-commerce site in 2015 led the company to consider its fraud prevention requirements. At the time, Ubisoft partnered with Accertify to protect against fraud attempts and risks. In addition to "classic" fraud types, where a fraudster purchases a game or pack with a stolen card, the main risk for Ubisoft consisted of fraudsters rigging their geolocation with the intention of purchasing content from a Ubisoft site located in a different country with weaker currency.

These purchases, made with legitimate or stolen payment cards, gave the perpetrator an unfair advantage over other players, thus undermining the integrity of the game.

"Accertify did a great job of slotting into Ubisoft's overall B2C strategy, both in terms of functional performance and in terms of the excellent quality of support provided."

–Sithy Phouchanthavongsa | E-commerce Fraud Specialist |



Solution

In 2018, following an assessment of how the market was evolving and available solutions, Ubisoft renewed its partnership with Accertify.

“We reconfirmed that Accertify was the right choice. The evolutions and third parties that we were considering were already integrated within the platform, which meant we could anticipate our business roadmap with this solution, without having to carry out additional technical development.”

– Sithy Phouchanthavongsa

Along with this renewal, the scope was broadened to include protecting Ubisoft and its players against non-authorized resellers who purchase content with stolen cards on a Ubisoft website in order to resell it illegally, undermining the quality of the gaming experience and the integrity of the game. Thanks to the flexibility of the solution, this broader scope was configured quickly and easily, without having to obtain resources from busy technical teams.



Solution

“For Ubisoft, the point is as much about fraud as it is about respecting fair play, which is a priority in terms of the gaming experience we want to offer. When fraudsters manage, for example, to obtain an in-game advantage at a reduced price, they directly alter the gaming experience, creating imbalance and unfair competition in the game.”

– Sithy Phouchanthavongsa

This flexibility is a real benefit for Ubisoft, enabling the company to respond quickly to attacks that can arise anytime, anywhere, and to adapt to the specificities and different payment landscapes of each country.

“The tool presents a rich array of possibilities, which means we can adjust our approach and outpace the fraudsters.”

– Sithy Phouchanthavongsa

Such flexibility also supports the Ubisoft business roadmap as it evolves, including new game launches, expansions into different or other innovations.



Solution

In addition to the Accertify Fraud Management solution, Ubisoft leverages Accertify Managed Services to bolster its fraud prevention efforts. This specialist team operates as a true extension of the Ubisoft team, delivering sustained and expert coverage.

“Thanks to the support of the Professional Services team, we are able to maintain constant levels of coverage. During holidays, for example, we no longer have to involve non-specialist teams – we simply hand over to the Professional Services team, which means we can contain fraud attempts with a reduced team.”

– Sithy Phouchanthavongsa

Future

As part of its evolving fraud prevention strategy, designed to protect gamers and block the increasingly sophisticated tactics of fraudsters, Ubisoft is considering additional Accertify services available from the platform, such as device intelligence and behavioural analysis in order to better determine a player’s identity and purchasing behaviour.



Results



Reduction of Fraud and Chargebacks

With Accertify, Ubisoft has consistently maintained its chargeback rate below the industry average, and reduced fraud year on year, up to 75% during certain peak periods.



Optimised Team Productivity

This analysis makes it possible to gain perspective on fraud in order to outpace the fraudsters. Fraud prevention activities can be controlled entirely from the platform and team activity can be tailored to Ubisoft's different geographies and sales channels, for maximum impact. This means that fraud prevention can be managed very effectively with a small team.



Analysis Capabilities

The platform includes an array of reports and a data extract utility, providing high quality performance indicators that enable Ubisoft to detect fraud and attacks and to react quickly. It also provides the ability to understand and reduce the impact of false positives.



Autonomy and Speed of Response to Attacks

The platform enables the Ubisoft team to be autonomous in configuring, testing and deploying its fraud prevention initiatives, and to deploy counter-measures fast when there is a fraud attack. In addition, Ubisoft and Accertify have agreed upon intervention criteria for the Accertify Professional Services team, therefore maintaining constant coverage, as well as an additional level of expertise and support.



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