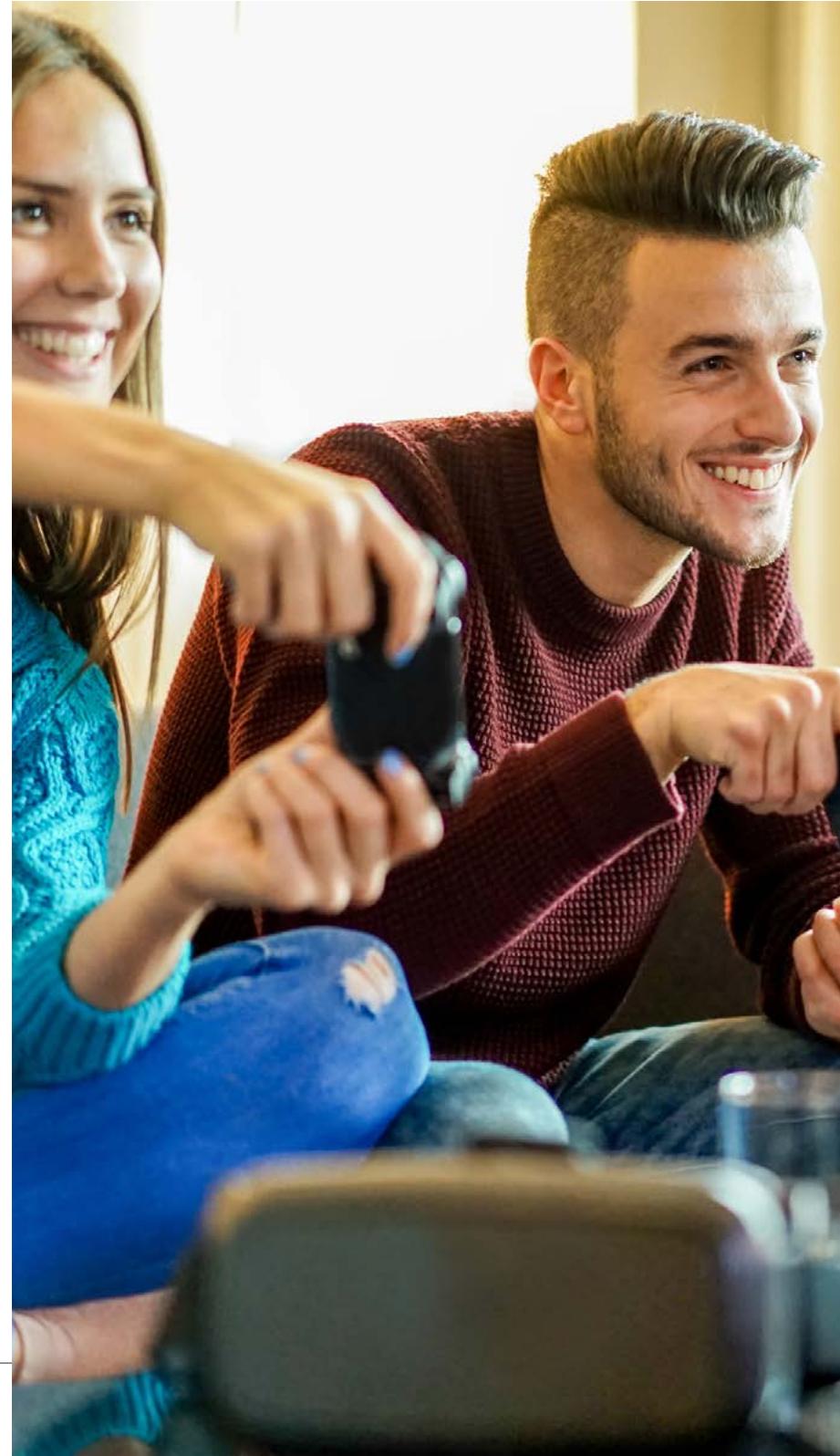




Ubisoft renews its collaboration with Accertify Fraud Management to protect game integrity and fair play for gamers, controlling its payment fraud prevention activity through the platform

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



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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Accertify, Inc., a wholly owned subsidiary of American Express, is a leading provider of fraud prevention, digital identity, device intelligence, chargeback management, and payment gateway solutions to customers spanning diverse industries worldwide. Accertify's suite of products and services help companies grow their business by driving down the total cost of fraud, simplifying business processes, and ultimately increasing revenue. For more information, please visit www.accertify.com

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