

How Ubisoft partners with Telesign to keep gamers safe

CASE STUDY



“Account security is not a luxury, it’s a basic need. No matter where our players are in the world, we are committed to providing a safe gaming experience. Telesign is the ideal partner to accommodate Ubisoft’s needs in this field”

Mathieu Martin

Development Director,
Online Services
Ubisoft

Industry

Gaming

Solution

Account Integrity

Product

Verification & Score

With blockbuster franchises like Assassin’s Creed, Tom Clancy’s Rainbow Six, Far Cry, and many more – Ubisoft has earned its reputation as one of the world’s most prolific video game studios. Boasting the largest in-house game development staff in the world, Ubisoft brings together 141 million unique players across consoles and PC.

The definition of “gaming experience” has expanded tremendously. Starting in the early 2000s, technological innovations have transformed how people play, buy, and interact with video games. A great gaming experience is no longer limited to gameplay, graphics, or storylines – it’s supported by a complete online experience. What once would be considered a great game can be spoiled by server lag, cheaters, bugs, and even fraud. From account takeovers to fraudulent transactions, the digital transformation of video games has opened the door for bad actors to ruin the experience for everyone. With more than 141 million gamers across multiple platforms, Ubisoft is laser-focused on keeping its customers safe.

Getting Ahead Of The Game

Ubisoft’s mission is to enrich players’ lives by creating memorable and meaningful gaming experiences. But how can they be enriched without being confident that their accounts are secure?

To add a new layer of security, Ubisoft partnered with Telesign to give their users the option to verify their mobile phone number. The process is simple and fits smoothly into the user experience. By simply associating a phone number with a customer’s account, Ubisoft unlocked an array of new security, customer experience, and business benefits.

How Ubisoft leveled-up



Enhanced account integrity



Removed fake users



Minimized fraudulent traffic and financial losses

Account Security

Millions of usernames and passwords are breached every month across the internet. To secure user accounts and lock out bad actors, Ubisoft leveraged Telesign's Phone Verification API. Once a user enrolls in two-factor authentication, they are required to enter a one-time mobile passcode anytime they log in from a new device.

User Integrity

Cheaters, hackers, and fraudsters are some of the biggest threats to the gaming industry. With Telesign's Score API, Ubisoft gained access to phone number reputation scoring. Within seconds, Ubisoft can verify the legitimacy of a phone number, decide whether an SMS should be sent, and strengthen the verification of its users. By incorporating Telesign's digital identity data, it's easier for Ubisoft to detect fake accounts, which enhances the gaming experience for their users.



Traffic Monitoring & Machine Learning

Ubisoft leans on Telesign to monitor and flag fraudulent SMS traffic, which protects against potential API abuse attacks and prevents financial losses. The tailored machine learning algorithm adapts to the behavior of Ubisoft's users and can spot when something looks suspicious. Using monthly reporting, Ubisoft learns from the type of SMS delivered per flow and gains valuable data signals to proactively protect their customer accounts.

Phone Number Intelligence

Every SMS delivery incurs a hard cost. With a global footprint of users, the cost varies from country to country. Ubisoft uses Telesign's Phone Number Intelligence to optimize their budget by not sending SMS messages to landline, inactive, or fraudulent phone numbers. Additionally, by routing more user communication via SMS instead of email, Ubisoft is decreasing its environmental footprint.



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