SHIELD | WITZEAL TECHNOLOGIES PVT LTD.

Case Study

Witzeal Deploys SHIELD To Build Trust and Accelerate Organic Growth

Customer Profile
Witzeal is a new-age gaming technology company that operates the "Big Cash" multi-gaming platform. With a total user base of over 30 million and an average monthly active user base of 1.5 million, the platform currently offers 17 skill-based games and is aiming to add more.

Industry
Gaming

Region
India

"SHIELD has been a game-changer in enabling sustainable organic platform growth. Its risk intelligence helped us ensure secure and trusted experiences for our users globally, giving us confidence in achieving our mission of becoming a leading force in gaming."

Ankur Singh, Founder & CEO, Witzeal

Witzeal was incorporated in 2016 with the mission of becoming a leading force in the gaming industry and offering unparalleled gaming experiences for users across the globe. The platform has consistently focused on building a 100% safe gaming environment for its users and minimize fraud. To achieve this mission, the Witzeal team knew the key was to maintain a level playing field for all. This would ensure players could fully express their skills without the fear of fraudsters being able to gain any unfair advantage.

To maximize its platform's anti-fraud capabilities, Witzeal turned to SHIELD, the world's leading risk intelligence company, for the implementation of an additional layer of security through real-time device intelligence that would help take its fraud prevention strategy to the next level.

Key Points

Achieved **10%** MoM growth while also increasing proportion of genuine users

---

Defeated promo abuse to accelerate organic growth

Solidified trust with **30 million** global players by ensuring a level playing field for all users

Identifying Fraudsters' Hidden Cards And Objectives

With a company culture that focuses on product and feature innovation, Witzeal has rolled out innovative social features that have proven to be extremely popular amongst its millions of users. These include referrals, gifting, and social sharing, which has in turn generated strong brand awareness and exponential organic growth for the Big Cash platform's user base.

At the same time, Witzeal knew the allure of real money rewards would potentially attract the attention of those on the hunt for easy cash. Fraudsters could use fake accounts to exploit the incentives behind Big Cash's social features, racking up rewards and draining Witzeal's resources without driving actual user growth.

Collusion between fake accounts enables fraudsters to gain the upper hand over genuine players in terms of betting and calling, while also enabling plays such as chip-dumping.

Stopping Fraud for Amplified Organic Growth

Fraudsters attempting to attack the real money gaming market typically deploys a full hand of fraud stratagems and tools to game the system.

The use of tampered apps and app cloners, along with jailbroken or rooted devices, could be used to create and operate thousands of fake accounts with a single physical device. GPS spoofers and VPNs could also be used to mask fraudsters' location and help them evade detection.

To stay true to the company's goal of offering unparalleled gaming experiences, the Witzeal team knew that they would have to proactively eliminate the fake accounts that negatively impact real users. The prioritization of fairplay and secure user experiences would make Witzeal a standout player in the gaming space.

At the same time, identifying fake accounts would also ensure that rewards such as discounts, free games, and jackpot winnings will go to genuine users. In this way, the company's resources would be channeled towards accelerating meaningful organic growth.

Acing the Game with Risk Intelligence

To create one of gaming's most secure and trustworthy platforms, Witzeal leveraged SHIELD's Device Intelligence solution to complement existing features and processes such as RNG certification, collusion detection, and code hardening.

The SHIELD ID, the global standard for device identification, empowers Witzeal to link fake accounts created from the same physical device. SHIELD's Risk Indicators detect the installation and activation of all malicious tools and techniques on the platform, such as GPS spoofers, tampered apps, and app cloners. SHIELD's AI technology can pinpoint large numbers of accounts utilizing the same IP address or subnet. The SHIELD Trust Indicators also supplement Witzeal's KYC processes to verify the profiles of genuine users as well as facilitate easier withdrawals.

"The risk intelligence that SHIELD enables has been a game-changer in helping us drive sustainable organic platform growth. By ensuring secure and trusted experiences for users around the world, we are confident in achieving our mission of becoming a leading force in gaming," said Ankur Singh, Founder & CEO of Witzeal.

SHIELD is the world's leading risk intelligence company that helps global organizations such as inDrive, Alibaba, Mobile Premier League (MPL), TrueMoney, and Maya stop fraud, build trust, and drive growth. We combine AI and explainable machine-learning algorithms to help all online businesses stay ahead of new and unknown fraud.

With offices in San Francisco, Miami, London, Berlin, Jakarta, Bengaluru, Beijing, Singapore, we are rapidly achieving our mission to enable trust for the world.

For more information, visit **shield.com**.

/shieldfraud

/shieldfraud

/company/shield

shield.com