

Simility Enables Jumia to Reduce Fraud and Risk Management Efforts, Dramatically Decreasing Manual Reviews and Improving Operational Efficiency

Jumia is a leading eCommerce ecosystem in Africa that enables consumers to access products and services from over 40,000 local and international vendors. It operates in six regions (Nigeria, Egypt, West Africa, East Africa, Maghreb and South Africa). There are currently over 15 million products available on the marketplace platform, including electronics, books, home appliances, clothes, computers, groceries, childrens' items, and more. Jumia attracts millions of visitors monthly.

In addition to cash and mobile money, consumers can opt to pay with JumiaPay, which is the payments platform that offers consumers a secure payment method via the most relevant payment methods, such as online bank transfer, direct debit, and debit- and credit cards. In a world currently driven by cash transactions, JumiaPay is a convenient alternative, helping consumers avoid time consuming trips to a bank, waiting in long ATM lines, or paying cash withdrawal fees.

BUSINESS OBJECTIVE

Jumia operates in emerging markets, such as Nigeria, Egypt and Ivory Coast. With the proliferation of smartphones driving financial inclusion, mobile commerce is also expanding - not only presenting opportunities for the underbanked or unbanked population, but also for fraudsters. Further protected by an infrastructure that has not yet reached the level of sophistication necessary to keep pace with a thriving digital economy, fraudsters are often able to avoid facing consequences for their crimes.

While card fraud was under control with existing tools, bank transfers and direct debit represented a new challenge. Fraudsters were purchasing high-value phone minutes through multiple payment methods across several accounts. With fraudsters already in an advantageous position due to the



CUSTOMER PROFILE

Headquarters: Yaba, Lagos, Nigeria

Industry: Online Marketplace

BUSINESS OBJECTIVE

- Reduce manual reviews
- Reduce chargebacks
- Reduce time and money spent investigating fraud
- Preserve brand reputation for safe payments

SOLUTION

Leveraging Simility's Adaptive Decisioning Platform, Jumia shifted their fraud approach from reactive to proactive - automatically detecting and blocking fraudulent activity in real time and enabling them to scale their operations.

RESULTS

- Automated fraud solution, improving operational efficiency
- Effectively identified and blocked fraudsters in real time
- Significantly reduced chargebacks and related losses
- Supported safe, secure and trustworthy payments

“WITH OUR OLD FRAUD SOLUTION, WE HAD TO REVIEW NEARLY EVERY TRANSACTION MANUALLY. NOW WITH SIMILITY, OUR FRAUD DETECTION EFFORTS ARE FULLY AUTOMATED, ENABLING US TO SCALE EFFECTIVELY.”

– Pelle Vehreschild, Managing Director, JumiaPay

infrastructure, Jumia knew that in order to sustain growth, their fraud and risk management needed an even higher level of automation.

Jumia needed a comprehensive solution that could accurately and automatically detect and block fraud in real time across various payment methods before chargebacks were incurred. This would not only prevent fraud losses, but also reduce the need to invest time and money conducting manual reviews and attempting to recover funds that had a low probability of being returned.

LEVERAGING SIMILITY'S ADAPTIVE DECISIONING PLATFORM TO IMPROVE OPERATIONAL EFFICIENCY

Simility's Adaptive Decisioning Platform is an end-to-end fraud and decisioning platform built with a data-first approach to provide a 360-degree view of the end customer. The platform seamlessly ingests structured and unstructured data from internal and external sources, flexibly incorporates supervised and unsupervised machine learning models, intelligently orchestrates data and systems, and provides a robust workbench featuring easily configurable dashboards and graphs to effectively analyze patterns and relationships.

- Simility's superior Device Recon technology analyzes hundreds of mobile and desktop device characteristics including browser, language, location and operating system. Using device risk scores, Jumia is able to understand the fraud probability of any device visiting its platform, even if the device has never been seen before.

With Device Recon, Jumia is alerted to suspicious activity before fraudsters even have a chance to fill up their shopping carts.

- Simility's intelligent orchestration helps Jumia effectively organize and automate third-party data and systems, enabling them to easily comply with Africa's 2FA requirements and understand past step-up history without adding unnecessary friction.
- Simility's simple yet intuitive workbench with advanced visualization capabilities displays historical, device, transactional, multichannel and behavioral data in a unified interface, making it easy for Jumia to identify complex patterns and relationships in order to quickly screen for fraud. Custom workflows can be created and deployed in minutes, enabling Jumia's fraud analysts to be more productive

SIMILITY ADVANTAGE

Jumia strives to empower the African continent by connecting it online and conducting business in a safe and trustworthy environment. Simility supports Jumia in fulfilling its vision by providing the most robust fraud detection tools available to navigate and adapt to the ever-changing fraud landscape. With Simility's Adaptive Decisioning Platform, Jumia is able to reliably detect complex fraud patterns before effects are realized on their bottom line - enabling Jumia to stay one step ahead of fraudsters who are constantly evolving their tactics in an effort to evade detection.

ABOUT SIMILITY

Simility offers real-time risk and fraud decisioning solutions to protect global businesses. Simility's offerings are underpinned by the Adaptive Decisioning Platform built with a data-first approach to deliver continuous risk assurance. By combining artificial intelligence and big-data analytics, Simility helps businesses orchestrate complex decisions to reduce friction, improve trust, and solve complex fraud problems. Built by industry veterans, Simility is trusted by some of the world's leading consumer brands across financial services, payment processors and commerce merchants. For more information on Simility, visit [Simility.com](https://simility.com)

SCHEDULE A DEMO [SIMILITY.COM/DEMO](https://simility.com/demo)

COPYRIGHT © SIMILITY 2018. All Rights Reserved.

