

Forter: The Trust Platform for Digital Commerce

*SAP's Only Certified Fraud Prevention Partner
& Pinnacle Awards 2023 Winner in the New Partner Application category*

Grow revenue while blocking fraud with Forter's real-time decision engine.

Forter's AI powered fraud detection facilitates the speed, scale, and accuracy needed to approve more good transactions, block more fraud attempts and reduce customer chargebacks, enabling SAP merchants to **increase online revenue by 3-5%**.

Channel

B2C eCommerce

Target Industry Verticals

Apparel, Beauty, Food & Beverage, Travel, QSR, Financial, Marketplaces, Digital Goods

Target Personas

VP Ecom, CFO, CIO, CTO, Omnichannel/Digital

Region

NA	LAT	EMEA	MEE	APJ	GC
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SAP & Forter Customers:

Intercontinental Hotel Group (IHG), Puma, Aritzia, Douglas, Bose, Callaway Golf, Restaurant Brands International (Tim Hortons, Burger King, PopEyes, etc.)

Customer Success Story: Sephora

Moving from their rules-based protocol to Forter, Sephora:

- **Increased revenue by \$28M**
- Reduced manual reviews by 80%
- Reduced account takeovers and chargebacks by 90%

SAP & Forter Key Value Drivers:

Maximize Revenue: Enable top line revenue growth by accepting more legitimate customers and expanding your business without fear of fraud. Forter's average approval rate is >99%.

Reduce the Cost of Fraud and Abuse: Minimize fraud losses, prevent policy abuse, and streamline operations, reducing cost of fraud/chargebacks & abuse by 75% on average.

Seamless and Secure CX: Improve brand loyalty and customer lifetime value by creating frictionless experiences for legitimate customers.

Reduce Manual Review Costs: Forter automates & streamlines the fraud review process, reducing significantly operation costs.

The Forter Advantage:

As SAP's only certified fraud prevention partner, Forter remains up to date with the latest standards and innovations, ensuring our offering is consistent in reducing time to value and eliminating implementation costs.

Forter engages consumers at every point along the eCommerce funnel: reducing chargebacks, reducing false declines and increasing revenue.

The platform is customizable, giving merchants control over approvals by taking into account transaction risk, customer behavior, & issuer preferences.

On average, enterprises switching to Forter see 46% fewer false declines, 72% fewer chargebacks, and a very immediate revenue uplift.

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Consider Forter For...

✓ **Filling a Critical Solution Void:**

- Identify customers with gaps or challenges in their current fraud prevention, security, or related processes.
- Position Forter as the leading solution to fill these critical voids, providing a comprehensive & integrated approach within the SAP environment.

✓ **Account Takeovers (ATO), Bot Attacks, Account Sharing:**

- Forter is the leading defense against account takeovers, bot attacks, and unauthorized account sharing.
- Showcase specific features that identify and prevent ATO, recognize and mitigate bot attacks, and detect and stop account sharing activities.

✓ **Increase Revenue and Improve Customer Experience:**

- Forter's solutions contribute to a positive customer experience by ensuring secure and frictionless transactions.
- Emphasize how Forter's fraud prevention capabilities directly impact revenue growth by preventing fraudulent activities that lead to financial losses.

✓ **Expanding Omnichannel Offering:**

- Forter is a critical component to ensure a secure and seamless omnichannel experience.
- Highlight how Forter's solutions can protect transactions across various channels, fostering trust and enabling expansion of omnichannel offerings.

✓ **Replatforming:**

- During the replatforming process, emphasize Forter's ability to integrate seamlessly into new environments, ensuring a secure transition.
- Showcase how Forter can enhance security & fraud prevention measures during the replatforming initiative, safeguarding the integrity of the migration.

✓ **New Markets/Product Lines:**

- For customers entering new markets or launching new product lines, position Forter as a key enabler for secure & successful expansions.
- Highlight Forter's adaptability to diverse market conditions and its capability to protect against fraud risks associated with new ventures.

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Times to engage Forter

- ✓ Digital transformation
- ✓ Expanding omni-channel offering
- ✓ Replatforming
- ✓ New markets/product lines
- ✓ Initiatives to increase revenue
- ✓ Account takeovers (ATO), bot attacks, account sharing

What Forter Addresses

- ✓ Conversion Rates
- ✓ Customer friction
- ✓ Fraud Rules
- ✓ PSD2/3DS
- ✓ Chargebacks
- ✓ Approval Rates
- ✓ Manual Review/Automation
- ✓ Account Takeover
- ✓ Loyalty/Promotion Abuse
- ✓ Item Not Received Returns Abuse