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Who We Are:

SumUp is a global financial technology company and the leading mobile point-of-sale (mPOS) company in Europe. Thanks to SumUp, small merchants around the world are able to accept card payments anywhere their business takes them.

SumUp technology makes accepting payments simple so merchants can focus on what they do best, whether they're brewing coffee or fixing cars. While traditional POS offerings are costly and bureaucratically complex for small businesses to attain, SumUp products are designed to be intuitive and easy-to-use, from paperless onboarding to seamless transactions.

In the 8 years since its launch, SumUp has earned an impressive global reach and expanded into 31 countries, including Germany, the U.S., and Brazil. SumUp continues to grow and is backed by TPG, Bain Capital Credit, Groupon, Holtzbrinck Ventures, and other renowned venture capital investors.

Beyond the original hardware, mobile, and web apps, SumUp has also developed a suite of APIs and SDKs for integrating SumUp payment into other apps and services. Thanks to these offerings, over two million small businesses around the world rely on SumUp to simply get paid.

Situation:

In just a few years, SumUp experienced exponential growth across three continents, with over 5,000 businesses joining the platform every day. As such, SumUp was looking for a fraud detection tool in order to safeguard our platform. These detection tools had to be configurable to the rules, regulations, and behaviors of each market to account for different local challenges.

Solution:

NOTO provides SumUp with a platform that allows the seamless creation of rules for any anti-fraud analysts and helps to significantly improve testing capabilities and fraud mitigation:

- Create customized NOTO rules across our core markets: Brazil, Europe, and the USA
- Empower regional teams to configure and monitor their own rules
- Implement new rules quickly and efficiently
- Minimize fraud false-positive rates in the staging environment
- Analyze resolved cases to evaluate rule effectiveness more efficiently
- Adjust fraud detection rules over time

Thanks to the cooperation with NOTO, in the past year SumUp has further improved fraud detection and intervention, which in turn has led to significantly lower chargeback rates.

Mihaela Ciocanu, Head of Risk and Antifraud USA

