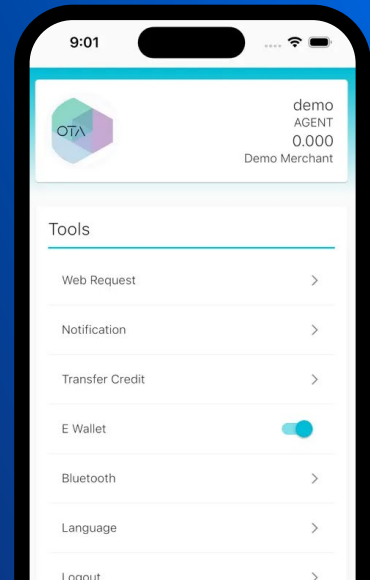


Case Study

OTA Secures Digital Payments with SHIELD's Device Intelligence



"Security has always been central to OTA's foundation, especially as we expand our MSME merchant ecosystem. By partnering with SHIELD, we strengthen our defenses with real-time device intelligence to proactively stop threats before they reach users. This added layer of intelligence enhances our security posture, reinforcing the trust that merchants and users place in OTA."

Kay Gen Khoo
CTO, OTA

Key Takeaways



Frictionless security at scale



Proactive defense against emerging threats



Strengthened platform trust and resilience

Built for Business, Secured by Intelligence

As Southeast Asia's digital economy accelerates, so do the complexities of digital threats. OTA supports a fast-growing network of MSME merchants with a comprehensive suite of services, from POS systems and financial tools to insurance and digital marketplaces.

To stay ahead of evolving threats without adding friction, OTA integrated SHIELD's device-first fraud intelligence platform to add a silent yet powerful layer of defense across its services.

Customer Profile

OTA is one of Malaysia's fastest-growing digital platforms, empowering SMEs and individuals to embrace digitalization. It offers a wide range of services, from mobile top-ups, utility and bill payments, and other digital transactions through a seamless, user-friendly experience. With thousands of daily active users, OTA is committed to delivering reliable digital financial services built on trust and security.

Industry

Digital Payments & Fintech

Region

Malaysia

Account Takeovers via Phishing and Social Engineering

Fraudsters often use phishing links and unauthorized third-party apps to steal user credentials. Once accounts are compromised, attackers drain stored balances and execute unauthorized transactions, directly impacting users' financial safety.

Equipped with SHIELD's Device Intelligence, OTA can identify threats as they emerge, from tampered apps to malicious user behavior, and shut them down before they impact users.

The impact was significant: recurring chargebacks, direct financial losses, and declining trust across the ecosystem, ultimately compromising the experience for both producers and affiliates.

No More Blind Spots

Traditional security controls alone are no longer sufficient against these evolving threats. OTA's partnership with SHIELD replaces reactive monitoring with continuous, real-time device-level visibility.

At the core of this solution is the SHIELD ID, a persistent, device-level identifier that delivers deep visibility into every device interacting with OTA's platform.

By embedding SHIELD's real-time fraud intelligence across all critical touchpoints, OTA enhanced its fraud defenses without introducing friction for legitimate users.

Security That Scales with Growth

With SHIELD's device intelligence platform in place, OTA has successfully strengthened its ability to proactively prevent fraud and block threats silently in the background, scaling automatically with user activity.

The partnership enables OTA to maintain strong defenses that's both invisible and effective while allowing business growth to continue with confidence.

Building a Safer Digital Ecosystem in Malaysia

OTA's mission to enable individuals and SMEs to fully participate in Malaysia's digital economy is further reinforced through its partnership with SHIELD. By leveraging SHIELD's advanced device intelligence technology, OTA continues to safeguard its growing user base while delivering secure, reliable, and efficient digital payment services.

With scalable real-time protection in place, OTA strengthens its position as a trusted and secure digital services platform within Malaysia's rapidly evolving fintech landscape.

SHIELD is a device-first fraud intelligence platform that helps digital businesses worldwide eliminate fake accounts and stop all fraudulent activity.

Powered by SHIELD AI, we identify the root of fraud with the global standard for device identification (SHIELD Device ID) and actionable fraud intelligence, empowering businesses to stay ahead of new and unknown fraud threats.

We are trusted by global unicorns like inDrive, Alibaba, Swiggy, Meesho, TrueMoney, and more. With offices in San Francisco, London, Berlin, Jakarta, Bengaluru, Beijing, and Singapore, we are rapidly achieving our mission - eliminating unfairness to enable trust for the world.

For more information, visit shield.com.

 /shieldfraud

 /shieldfraud

 /company/shield

 shield.com

