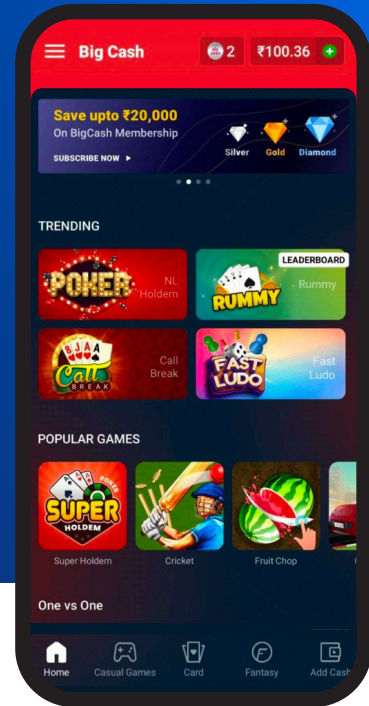


Case Study

# BigCash Goes Big to Ace Safer Global Gaming with SHIELD's Device Intelligence



## Key Takeaways



Built a safer gaming experience



Established a globally trusted gaming platform



Ensured significant organic user base growth and eliminated fake accounts

## Why Safety Was a Top Priority for BigCash

Big Cash has stood out in the highly competitive gaming industry through its focus on creating innovative gaming experiences, allowing players to showcase their skills in a truly fair, trusted and transparent environment.

As a responsible real money gaming platform, BigCash has always been proactive in eliminating threats posed by malicious parties, ensuring that no one could create unfair advantages for themselves in their attempts to siphon off the money at stake.

To maintain the highest standards of game integrity and ensure player trust in the ecosystem, the BigCash team leveraged **SHIELD's Device Intelligence** to ensure trust and transparency on the platform, creating a fair playing field for all.

### Customer Profile

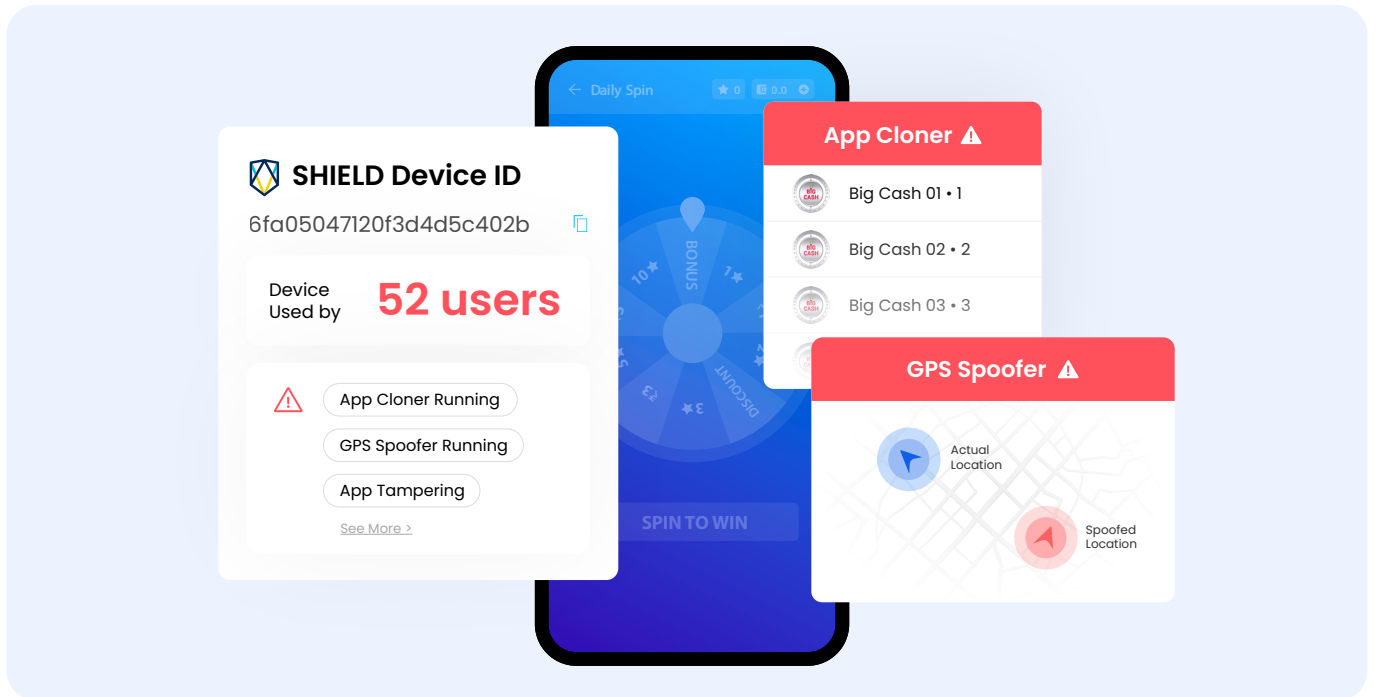
Launched in 2017, the BigCash real money gaming platform quickly found tremendous success and today boasts a monthly active user base of over 1.5 million players. Offering over 20 different games from genres such as cards and fantasy sports, Big Cash is continuing its rapid growth after massive success in India and taking its winning formula to new markets around the world.

### Industry

Gaming

### Region

Global



## How Virtual Card Sharks Undermine Trust in Gaming

Real money gaming platforms are often targeted by fraudsters via a variety of tactics to game the system. Top of mind for card games players is the potential for collusion. In card games, information about the cards in players' hands is especially valuable. By colluding across multiple accounts, fraudsters could create unfair advantages for themselves by monopolizing information or by making game-winning plays. They also employ GPS spoofers and VPNs to obscure their location and avoid detection.

At the same time, the BigCash team knew that it was important that the discounts, free games, and jackpot winnings go towards genuine users. By preventing any unethical activities, the BigCash team ensured monopolizing platform incentives is completely prevented, and that its resources were used to drive meaningful organic growth.

## How BigCash Ensures Fairness in Its Games

The **SHIELD Device ID**, the global standard for device identification, empowered the BigCash team to

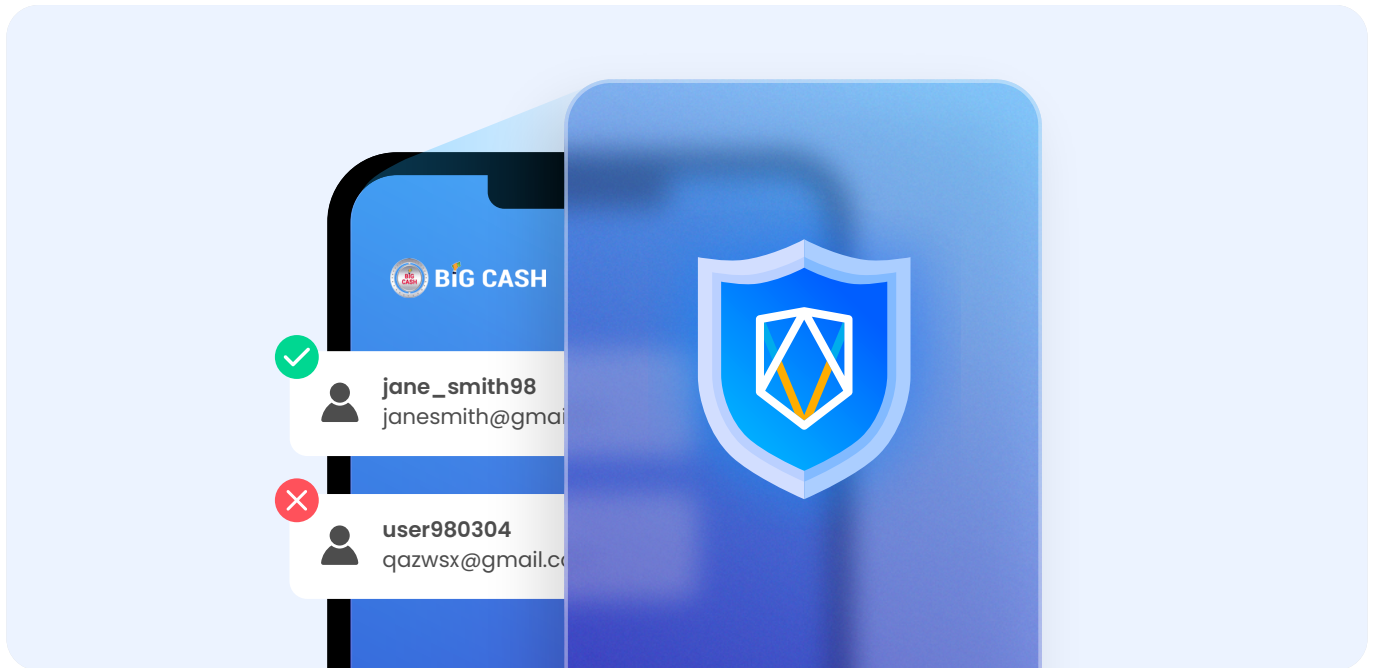
pinpoint the singular physical devices behind thousands of fake accounts. This meant that they could then confidently stamp out fake accounts without affecting genuine users.

Big Cash's existing features and processes, including RNG certification, collusion detection, and code hardening, were strengthened by **SHIELD's Risk Intelligence**. SHIELD's solution could detect the installation and activation of malicious tools and techniques on the platform, such as GPS spoofers, tampered apps, and app cloners. It also identified large numbers of accounts sharing the same IP address or subnet.

*"SHIELD's Device Intelligence is a critical factor for our global ambitions, helping us ensure absolutely fair, trusted, and transparent gameplay experiences for players worldwide."*



**Ankur Singh**  
 Founder & CEO, Witzeal



SHIELD’s technology empowered the BigCash team to pinpoint in real time what would have otherwise been one of the hardest things to detect – the moment that good users turn bad.

Last but not least, SHIELD’s technology helped with BigCash’s onboarding process, verifying genuine user profiles and facilitating seamless withdrawals.

### Global Aspirations Require Global Defenses Against Fraud

With BigCash expanding globally and bringing the platform to new markets around the world,

the platform needed to be able to account for the diverse fraud risks present throughout the world.

SHIELD’s Device Intelligence empowered the BigCash team to defend against the unique fraud threats present in every region, as well as staying ahead of all new and emerging global fraud risks.

“SHIELD’s Device Intelligence is a critical factor for our global ambitions, helping us ensure absolutely fair, trusted, and transparent gameplay experiences for players worldwide,” said Ankur Singh, Founder & CEO of Witzeal.

SHIELD is a device-first risk intelligence company. We are dedicated to helping organizations worldwide eliminate fake accounts and all malicious activity with the global standard for identification and intelligence.

Leveraging AI, we identify the root of fraud and provide actionable risk signals in real time, helping all online businesses stop fraud, build trust, and drive growth.

With offices in San Francisco, Miami, 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](https://shield.com).

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