



# Hero Story

## Rapid Software-as-a-Service deployment

Mitigating fraud risks while delivering curated experiences for Yonder

### Reimagining Possibilities

The UK credit card market has a long history, with the first credit card issued in 1966. Fast forward to today, a few major players dominate the market, with banks and other issuers offering new and innovative card products to attract customers.

Yonder has rebuilt the modern credit card, creating a product that makes credit more inclusive and rewards customers with the best experiences in their city.

This was built upon the vision to eliminate the stress of debt for everyone and build a world where financial services are fair to all.

**Built upon the vision to eliminate the stress of debt for everyone**

### Modern Approach for a Modern Rewards Credit Card

The total number of credit card transactions in the United Kingdom in 2022 was over 4 billion, averaging 11 million daily. The dynamic and competitive credit card market today is shaped by the growth of contactless payments, rise of new payment methods such as buy now, pay later (BNPL), and increased adoption of digital wallets.

Yonder has huge ambitions to expand the business and on board more members. Time to value and ease of implementation were key to a successful partnership for Yonder when selecting a provider as the team knew that as a new entrant to the market, they were a prime target for fraudsters.

The external market forces coupled with Yonder's drive for business expansion meant that its existing fraud detection solution was no longer fit for purpose; the company needed a modern best-in-class enterprise fraud detection solution that:

- can **ingest multiple types of data** across the customer journey to provide a **single customer view** for better decision making,
- offers fraud protection from day 1 and **detects a range of existing fraud typologies** and **protects against emerging fraud trends**,
- offers **pricing that is scalable** for growing businesses, and
- can **handle an increase in transaction volumes as the company grows**.

Key vendor selection criteria for Yonder:

**Time to value**

**Ease of implementation**

## Achieving speed and scale with rapid Software-as-a-Service deployment

Yonder prides itself as the credit card for Londoners – the epic credit card membership for enjoying the best things to eat, drink and do around town. To live up to that promise, the team needed to ensure that their customers can transact with confidence and they chose Featurespace to help make the world a safer place to transact for their customers.

Yonder wanted a SaaS solution to ensure flexible and rapid deployment with the ability to scale as its business grows. To ensure our solution is fit for purpose, **within a week of our first call, Yonder’s integration team were given access to our sandbox environment** to evaluate the User Interface and API. Yonder was confident in its decision to partner with Featurespace after testing the full version of our software.

Featurespace’s detailed delivery documentation and process allowed Yonder to lead the integration and go live within a week. Our flexibility in the sales and delivery process allows smaller businesses such as Yonder to go live within a month from initial interaction and **integrate to the ARIC™ Risk Hub within one week of contract signature**. This is made possible through our clearly documented API, sandbox access, and skilled implementation team.

“Yonder was confident in its decision to partner with Featurespace”

“Featurespace has allowed us to launch a really successful card program and to stay ahead of potential fraud concerns.”

Featurespace’s flexible controls have helped us fight against fraudulent transactions before they happen, allowing us to better serve our customers and optimize for growth.

Theso Jivajirajah, Chief Risk Officer at Yonder

### ARIC™ Risk Hub

Featurespace’s ARIC™ Risk Hub monitors real-time customer data using our proprietary machine learning invention, Adaptive Behavioral Analytics, to spot suspicious activities and prioritize alerts with explainable anomaly detection.

At the same time, ARIC Risk Hub reduces customer friction through recognizing genuine customer behaviors without blocking their transaction activities.



Book a demo to discover how ARIC Risk Hub can help reduce your market share of fraud and bring down business risk and cost.  
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