

# DECKERS — BRANDS —

## Deckers Puts Best Foot Forward By Automating Fraud Prevention

**98%** Overall approval rate

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To protect the business it's imperative that we meet customer requirements and expectations without exposing ourselves to additional risk like fraud. Forter's integrated, real time approach to fraud prevention has been central to building trust and supporting operational excellence.



Jesse Carstens  
Global Director, e-Commerce Ops

### The Challenge

Deckers, a global leader in innovative footwear and apparel brands, like Ugg and Hoka, sells products through department stores and select online sites in more than 50 countries. A key part of the company's international expansion has been ensuring a seamless and timely experience from when the customer places the order online to receiving the product at home. Traditionally, the company had been reliant on a rules-based fraud prevention solution and manual reviews slowing transaction approvals which delayed order fulfillment and impacted overall customer experience.

### The Strategy

An integrated and automated platform would allow the business to scale to take advantage of new market opportunities, product launches and address seasonal demand. Processing transactions in real-time would also reduce the risk of fraud, enable more accurate product allocation across its network of stores and resellers and improve the customer experience by reducing friction at the point of transaction. Finally, Deckers was also looking for a solution that could easily integrate with Salesforce Commerce Cloud to support customers along the entire e-Commerce journey.



**Industry:**  
Apparel



**Web:**  
[www.deckers.com](http://www.deckers.com)



**Headquarters:**  
Golata, CA, U.S.A.

## The Solution

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Forter's fully automated solution supports real-time decisioning which has increased approval rates to more than 98%. In addition to processing more transactions, Deckers has been able to focus on increasing the efficiency of its supply chain as well as meeting customer demand. To support expansion and customer acquisition strategies, Forter has also worked with the company to create and monitor new policies for potential promotion and coupon abuse. The Salesforce Commerce Cloud integration was also complete within 4 weeks using Forter's scalable APIs and certified cartridge reducing IT costs and helping the business scale with confidence. Originally covering just North America, Forter's solution has worked so well that the agreement has been expanded to EMEA and Japan too.

A photograph showing the lower half of a person standing on the hood of a white pickup truck. The person is wearing dark pants and brown boots. The background is a vast, hazy landscape under a bright sky, suggesting a remote or rugged location.

"The partnership with Forter has helped to elevate fraud prevention from being a tactical, and siloed function to a strategic part of the business. We now have greater confidence in processing transactions from new and existing customers and expanding our network while keeping the bad guys out," said Carstens.

Forter is the leader in e-commerce fraud prevention, processing over \$200 billion in online commerce transactions and protecting over 750 million consumers globally from credit card fraud, account takeover, identity theft, and more. The company's identity-based fraud prevention solution detects fraudulent activity in real-time, throughout all online consumer experiences.

## Find Out What Forter Can Do For Your Business

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Contact us at [info@forter.com](mailto:info@forter.com).