

CASE STUDY – VALVE



Valve has benefited from GlobalCollect's extensive experience of worldwide payment processing as well as in-depth knowledge of alternative payment methods, cultural payment preferences, and the video gaming industry.

So it was a logical choice to go with GlobalCollect as a PSP to help Valve tap into the huge potential of BRIC gaming markets.



The Customer

When you give smart talented people the freedom to create without fear of failure, amazing things happen. Valve has followed this philosophy since 1996, which led to producing award-winning games, leading-edge technologies, and the groundbreaking social entertainment platform Steam®.

Valve's success story began with Half-Life®, the first-person, sci-fi shooter game that won more than 50 "Game of the Year" and a few "Best Game Ever" awards.

The Challenge – Entering Russia

Being the world's largest online gaming platform, Valve works with business partners to help them realize their global growth ambitions.

For this reason, Valve also chose GlobalCollect: an international payment service provider offering among other things consultancy, a broad portfolio of payment methods, currency conversion, and localization of payment pages to ensure maximum conversion.

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The first-person, sci-fi shooter game Half-Life®

The requirement

Online fraud is a real concern to companies rolling out in Russia, and Valve needed a knowledgeable and dedicated partner as a PSP for help.

Together with GlobalCollect Valve needed to find a way to tackle this problem in order to tap into the huge potential of BRIC gaming markets.

The solution

Localize their approach by offering domestic alternative payment methods - which inherently have a lower fraud risk.

Stepping up fraud prevention tools, Valve together with GlobalCollect successfully tackled the issue.

GlobalCollect also advised on cultural payment preferences; historically, consumer confidence in Russian banks and financial institutions is low, so offering alternative products like eWallets is the best approach.

The benefits

Introducing pricing in Russian Rubles further boosted sales and thus revenues.

When entering any of the BRIC countries, you will find out quickly that offering local payment methods and pricing in domestic currency is by far the best strategy because it simultaneously results in boosting sales and reducing fraud.

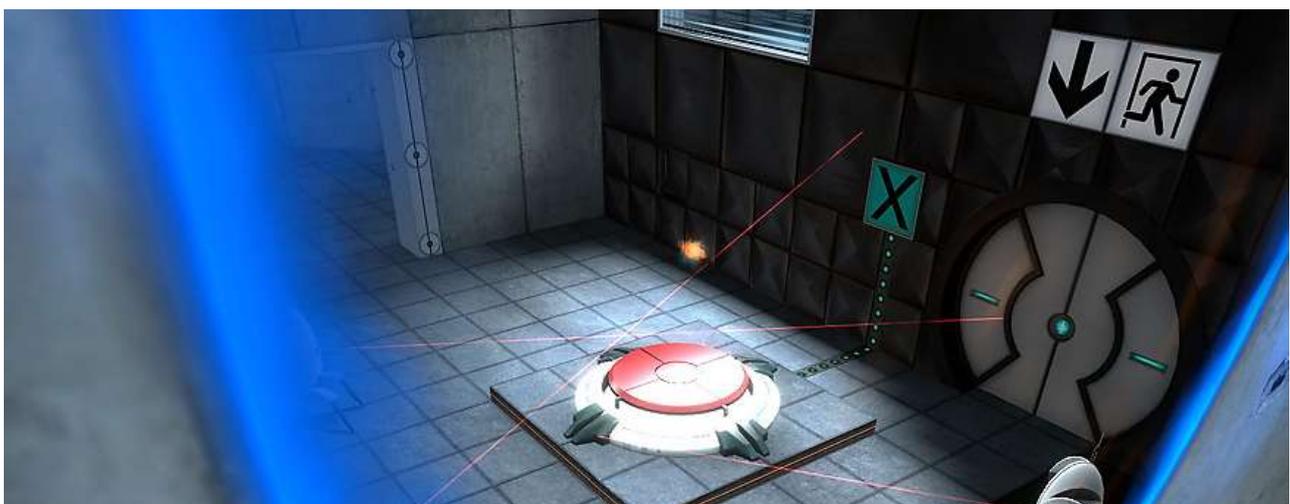
A strategy GlobalCollect also advises Valve on in Brazil and China.

The future

Valve found GlobalCollect to be both a dedicated and knowledgeable partner, offering among other things:

- A very stable infrastructure with great uptime thanks to its fully redundant platform
- Outstanding customer service and response times
- Unsurpassed and continually expanding portfolio of local payment methods
- Profound knowledge of local markets and culturally preferred payment methods
- Guidance on constantly evolving legal requirements and banking regulations.

Valve feels that this partnership is built on trust and the confidence that GlobalCollect can accommodate their future growth ambitions.



The award-winning puzzler Portal™

About GlobalCollect for Gaming

Fourteen years of experience in processing payments for the world's largest online video gaming companies has established GlobalCollect as the world's number one processor for the segment. Our clients cross all gaming industry segments, including: MMO's, Virtual Worlds, Casual and Social Games. This experience has enabled us to identify and address the opportunities and challenges you as a gaming platform face, such as:

Game Monetization

Offering your players the right monetization models, price points and payment product suite to complement both the game type and wallets is crucial. Whether your business model is free to play, download to own, subscription based, pay to play or virtual goods/item selling, there are billing strategies and payment methods to suit each option. At GlobalCollect, we are able to handle them all via our online payment platform WebCollect.

Reach

The gaming market is extremely diverse. What is the preferred payment method for younger gamers? What are the best local payment methods in emerging markets? In our payment portfolio we offer standard payment methods such as credit cards and a wide range of alternative methods: eWallets, prepaid cards or vouchers are popular with younger players or in emerging markets. We also have a large variety of local payment methods ranging from Boletos in Brazil to iDeal 'real time' banking in the Netherlands, to name but a few. GlobalCollect offers you the most suitable solution for any gaming platform or community.

Fraud Prevention

GlobalCollect offer a customized Fraud Screening Service, which takes all variables of your business into account while transactions are pre-checked for fraudulent use. Our scalable Fraud Screening Service furthermore features a range of integrated fraud reduction tools from renowned partners to maximize transaction safety, including customized business rules, neural networks to detect suspicious behaviors and patterns, and IP geolocation data to determine the real-world location of a web visitor and break down consumer details to country, state or city level.

Real-Time Processing

One of the fundamentals for online payments in the gaming industry is the necessity to process payments quickly. The payment methods we offer such as cards, eWallets and direct debits via real-time banking are processed instantaneously through our real-time online interface WebCollect. Here your payments are fraud-screened, authorized, cleared, and reported in real-time - no patience needed.

Our dedicated team of gaming industry experts will work with you to find the most suitable payment strategy for your target audience and business model. Contact us now for a free consultation.