



EASY BUY Public Company Limited

Number Verification API

# EASY BUY verifies phone numbers to secure transactions

Case study for payments using the CAMARA-standardised Number Verification API - [View API Descriptions](#)

## Business Problem

Financial fraud in Thailand is a major issue. According to the Royal Thai Police, losses totalled 63 billion baht (US\$1.9 billion) across 540,000 victims between March 2022 and May 2024. Part of the problem is the vulnerability of one-time passwords, which are used to authenticate transactions, to phishing attacks by fraudsters.

## Impact

The Number Verification API is helping to protect the 1.5 million active users of the Umay+ application, which handles more than 1.5 million transactions per month. As well as simplifying the mobile transaction process and enhancing customers' experience, the solution provides a high level of security.

## Technical Solution

Mobile operator True Business is employing the CAMARA-based Number Verification API, to enable EASY BUY, a financial services provider, to seamlessly authenticate a mobile transaction on its Umay+ application. By verifying True-dtac mobile numbers, the Number Verification API removes the need to use SMS one-time passwords in the verification process.

## Value

By helping to automatically verify identities and increase security, the Number Verification API can simplify a range of transaction processes, including online applications, money transfers, credit limit increases, and cash withdrawals.

*"In collaboration with TrueBusiness, EASY BUY has adopted the cutting-edge Number Verification API technology. This simplifies transaction processes while ensuring security and reliability against fraudulent activities. This milestone marks EASY BUY as Thailand's first financial service provider implementing Number Verification API technology to upgrade security, improve service quality, build greater customer confidence, and strengthen our competitive edge in the financial services industry."*

**Nuchai Katkaew, EVP of Business Planning Department, Customer Service Department and Operation Centre, EASY BUY Plc**

