iiDENTIFii

Digital identity you can trust

How live, **face biometrics** can streamline verification and enhance digital security

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Introduction

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In a digital world, how can you trust that a person is who they say they are? With identity fraud growing exponentially across the globe, this question requires an urgent response. The ability to identify a person confidently and securely is good for customers, good for business and good for economies. And, thanks to leading technology solutions such as iiDENTIFii, safe identity verification and remote customer onboarding is possible.

> If we can provide **secure identity verification**, we can **stop identity theft** and **money laundering in its tracks.**

Identity verification – the path to date

Over the years, several solutions to the challenge of secure identification have emerged, but none have quite been able to balance security and user experience. It is critical to combat emerging fraud techniques, but equally important to retain customers with an ever-decreasing attention span to minimise drop-offs during onboarding or verification processes – and to scale these solutions cost-efficiently.

There's an ongoing trade-off between speed and safety, convenience and trust. The viability of that trade-off hinges on one thing and one thing only:

Effective online authentication.

Technology built to fit into the lives of users

iiDENTIFIii provides organisations with a choice of biometric authentication technologies, delivering different levels of assurance depending on the risk appetite or threat level. For example, 3D Liveness for low-risk activities, such as checking an account balance, or 4D Liveness™ for high-risk activities, such as onboarding or transferring funds from a bank account. Users can seamlessly switch from a mobile to desktop device during onboarding, and our platform works on low- to high-end devices. This ensures ease and accessibility for all.

Discover why more banks, governments and companies use us as their chosen verification and authentication provider.

Our solution

iiDENTIFii recommends the quick, simple, and trusted process of using face biometrics to assure the actual liveness of remote digital users. Face biometrics can be triangulated and bound with genuine, verifiable credentials (unlike a fingerprint, iris, or voice). Most importantly, face biometrics are device agnostic. The familiarity of selfies among consumers makes the process as frictionless as possible. Moreover, their privacy is assured thanks to a secure privacy firewall.

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The case for
live biometrics

When it comes to digital verification and authentication, the fault line that underpins this process is the ability for criminals to pose as a person's likeness. Using this likeness, they can access funds and services or pose as someone else to conduct criminal activities.

The fault line in digital identity

Fraudsters have made facial verification almost obsolete by employing spoofs that exhibit human traits, such as photos, videos, deepfake puppets, masks, and dolls. This is known as a 'presentation attack.' Furthermore, even active authentication processes, which require the users to take action – such as blinking their eyes or moving their heads – can be inadequate and be spoofed. This is known as a digital injection or deepfake attack, where a criminal bypasses the camera on a device and inserts themselves into the data stream during the verification process. These types of cyber-attacks are easily replicable, scalable, and on the rise.

Digital injection attacks occurred five times more frequently than presentation attacks in 2022, and there was a **295% increase in novel face swaps.** *(Source: iProov Biometric Threat Intelligence Report)*

85% of consumers agree deepfakes will make it **harder to trust** what they see online.

75% would be more likely to use online services that **protect against deepfakes**.

77% of **cybersecurity experts** in financial services say they are **concerned** about the fraudulent use of deepfakes.

How do you **verify real identity** in a digital, remote world?

Live biometrics – the secure, efficient solution

Currently, 4D Liveness™ is the most spoof-resistant method of remote biometric authentication.

Our leading application of biometrics AI can authenticate and automatically onboard a person in seconds. Our algorithm supports this, vastly reducing false accept and reject rates and protecting consumers and businesses.

Customers are ready for secure biometrics

Two-thirds of people have used biometrics and view them as easier and faster to use than traditional passwords, according to Visa.

85% of consumers see biometrics as a more secure method of identity verification.

75% of consumers prefer ID verification when selecting online brands
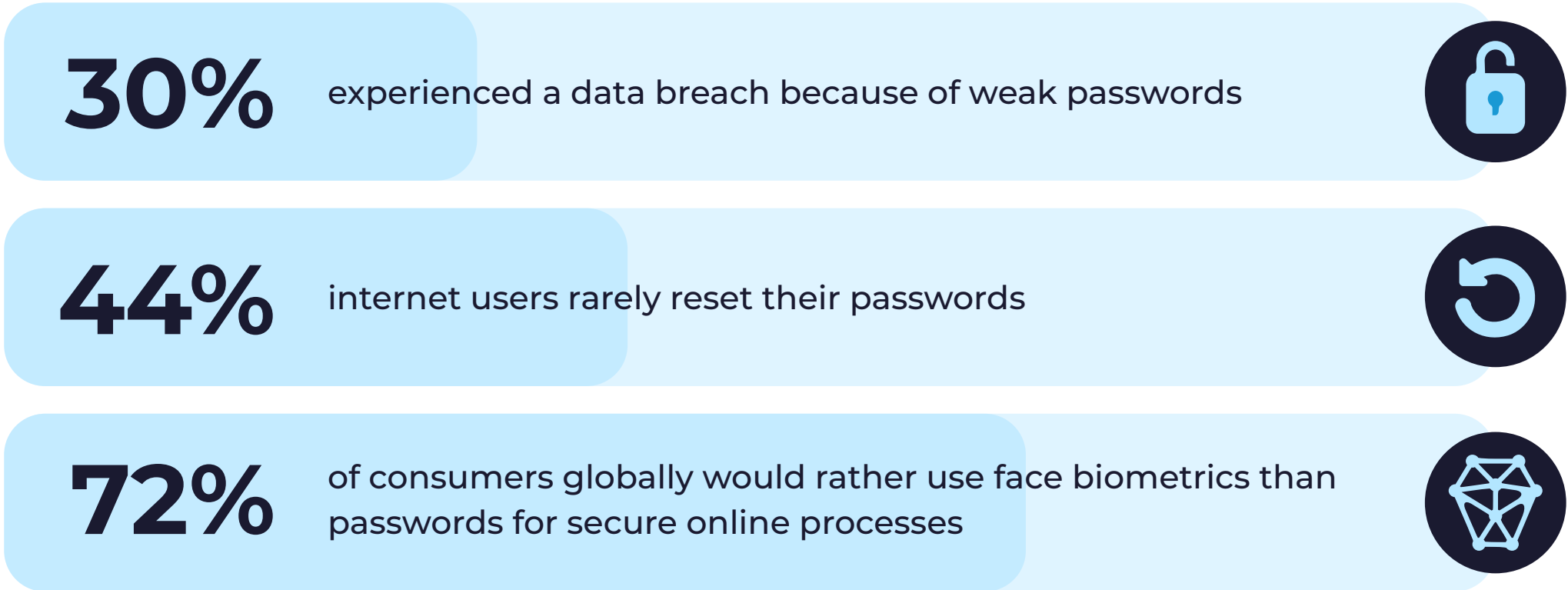
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Fraud prevention

Fraud costs the global economy **$5 trillion a year, 6.4% of the world's GDP.** Combating fraud is a multi-pronged challenge for businesses, as they need to balance thorough identity checks with frustrated customers.

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Simple biometrics is no longer sufficient

Fraudsters have become more savvy and even facial verification with gesture/motion requirements isn't enough to ensure you're dealing with a real person at onboarding. Not being able to spot bad actors leaves a company open to significant and continued losses. These losses are not only financial–fraud leaves an organisation open to legal risk and severe reputation damage, leading to a loss of trust, decreased Net Promoter Score and eventual loss of customers.

Companies need to aim for more than basic compliance

Multi-factor authentication has also become more challenging, because two-factor authentication (2FA) forms part of the Protection of Personal Information Act (POPIA). How do you reduce your chances of a fine while protecting the company and customers? The bare minimum of compliance is no longer good enough.

30% experienced a data breach because of weak passwords

44% internet users rarely reset their passwords

72% of consumers globally would rather use face biometrics than passwords for secure online processes

How we help

iiDENTIFii's effortless and passive authentication system protects against the widest range of impersonation attacks with facial biometric liveness detection.

Through a QR code, we offer multi-channel customer authentication across multiple devices.

Our cloud-based, device-agnostic technology easily integrates with other fraud systems.

The single SDK also provides two technologies and iiDENTIFii can be used at the time of onboarding (higher risk transaction, 4D liveness ™) but can also consistently be employed after the account is open for continued authentication and protection (4D or 3D liveness).

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Enhancing customer experience

For your identity verification to succeed, it must strike the delicate balance between **comprehensive security and an accessible customer experience**.

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Complicated fraud protection comes at a price

Enhanced digital journey fraud reduction and regulatory standards are essential, but these should never impact customer behaviour. However, if a process is not intuitive or over-complicated, businesses run the risk of customers not opening an account or losing access to their account. Customers, therefore, need to be able to get through onboarding seamlessly and across different devices. On top of that, any system needs to be easily deployed, quick to adopt, future-proof, and inclusive of all ages and ethnicities.

Manual onboarding, whether in part or in full, overcomes some of these issues, but at a huge cost. In a Thomson Reuters survey, 30% of respondents stated it takes them over two months to onboard a new client. Some customers will even abandon the process (up to 43%), which hurts revenue growth.

Manual and legacy systems are also inconsistent, filled with errors leading to bad data, and have a high abandonment rate across the process.

Newer, automated systems have their advantages but, again, aren't ideal. These often have a high click-through rate and don't maintain customers' privacy comfort levels. As technology improves, several systems might be implemented, leading to other challenges such as ensuring efficient and consistent updates with consistent user experiences across all platforms.

Biometric liveness detection offers both simplicity for customers and stringent security for businesses.

±330 million

new bank accounts will be opened via digital onboarding in 2025, **up from 184 million in 2020.**

18%

of banking digital onboarding in 2025 globally will use AI systems, compared with **under 4% in 2020.**

90% McKinsey says that digital ID-enabled processes can reduce onboarding costs by 90%

36% Fenergo found that 36% of financial institutions have lost clients or prospective clients due to inefficient or slow onboarding processes.

How we help

iiDENTIFii's platform establishes trust at the point of onboarding with its face authentication, increasing trust in your business.

- The effortless customer journey offers a quick onboarding experience with passive and intuitive authentication.

- It also helps authenticate existing customers and alleviate bad data, improving the data stream.

- We have trained our algorithm on over 50 million African faces, ensuring that the widest range of facial features on our continent is recognised.

- The compact Software Development Kit (SDK) can be used across devices and platforms, with a similar user experience throughout. Our solution is cloud-based, with a privacy firewall, meaning there are no security updates or patches to install, improving operational efficiency.

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Compliance improvement

Understanding an organisation's compliance risk is more complicated than ever before. Compliance, AML and risk officers, as well as financial directors, must meet Know Your Customer (KYC) and due diligence requirements as part of AML compliance regulations, stay abreast of evolving global compliance regulations, and accurately and quickly report suspicious activity to regulators.

Being able to trust that a remote user is who they claim to be and ensuring that the customer's personal information is accurate is the first step in meeting these requirements. To support KYC regulatory processes, the presented digital identity must be verified – not only during onboarding, but also during high-risk engagement points after onboarding.

As regulations increase or change, and are implemented across more industries, businesses also need to be able to change their systems quickly and efficiently across multiple regions – while keeping costs down.

$60 million per year

is the KYC costs to the average bank with individual transactions ranging from **$13.40 to $134 per identity check.**

78% of organisations

admit that they cannot deliver an optimised digital experience for customers.

A fully **digital model of KYC** will provide significant cost savings – expected to total **$460 million+** in banking onboarding alone.

Passive liveness detection

verifies a user's identity and detects fraud without requiring any specific action from the user. For example, a user's selfie is taken, analysed and triangulated against other sources of identity.

Active liveness detection

asks the user to complete a series of 'challenge-response' actions to establish identity, such as 'wink and blink'.

How we help

iiDENTIFii's effortless and passive biometric liveness detection enables you to trust that the remote user is who they claim to be.

Our platform turns KYC into a strategic differentiator to provide an effortless, remote onboarding experience.

The information captured at onboarding can be used to bring new services and products to market faster.

iiDENTIFii's cloud-based technology eases implementation, allowing for quick adaptation to new regulations and minimises risk.

Our platform's single SDK also provides two technologies, creating a consistent user experience while offering due diligence at and post-onboarding.

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Security enhancement

If your business engages or transacts with customers and stakeholders digitally, identity is a cornerstone of your security strategy.

In the past, protecting your business's assets and employees was sufficient for most companies, with only those dealing with very sensitive information needing to protect their clients. Now, it's up to every business to broaden security to protect clients' and other stakeholders' accounts and data from digital threats. This means scaling processes quickly and efficiently across a large number of systems, devices and territories. These new systems need to be tested at a national and international level, while complying with local and international legislation. The costs of such efforts always remain a consideration, as well as balancing security and digital transformation efforts.

How we help

- iiDENTIFii's systems are built with security at their core. Biometric liveness detection protects against outside threats.

- It is ISO 27001 certified – making it GDPR/POPIA compliant as well as complying with many other global regulations.

- It is the most-tested technology of its kind on the market, proven at a national level.

- The SOC (Security Operations Centre) considers evolving biometric threats. 4D Liveness™ not only shows that a user is the right person and a real person, but also – and critically – authenticating right now.

- Cloud-based technology makes our solution fast to implement, with the ability to centrally manage the system across a large range of systems and territories.

- Having security based in the cloud prevents the risk of reverse engineering on-device systems and provides resilience in large-scale deployment.

- It can be used across all devices because integrity is provided in the activity, irrespective of the device.

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iiDENTIFii stops identity theft

As a world-leading remote biometric authentication and onboarding technology platform, we close the identification gap in seconds, creating a safer world where everybody, everywhere and on any device, has an authenticated face and a name.

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With our innovations in remote identity authentication technology, identity fraud can be brought to a record low. This pioneering technology has already been extensively tried, stress tested at scale, and approved by several prominent, tier 1 South African banks and other registered financial institutions. It has also been accepted as legally compliant by the largest legal firm in Africa.

Our technology has been reviewed and assured by the highest ranked global audit and assurance firm. iiDENTIFii has a bona fide solution for most industries, including financial services such as banking, insurance and private wealth institutions; online education from schooling to university to corporate and sales enablement; health services, pharmaceuticals and medical services; telco, mobile and remote payment solutions.

We deliver

- Complete, frictionless customer onboarding in seconds

- Reduced costs of new client acquisition

- Robust facial verification and liveness detection

- Onboarding fraud detection

- A stand-alone application or a white-labelled SDK

- Compliance with FICA, KYC, RICA and AML regulations

- An approach emphasising security and client data privacy in light of POPIA and GDPR

- Vastly reduced false accept and reject rates, fully protecting consumers and businesses

- A seamless, integrated, fit-for-purpose, automated, proven process that meets customer intelligence goals.

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Identity, made for Africa

As digitisation accelerates across Africa, the demand for liveness detection and online identity authentication services has become critical.

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The act of identifying ourselves is under rapid transformation, especially when it comes to using biometrics to access financial and governmental services. If executed correctly, this offers an opportunity for greater inclusivity on our continent than ever before.

Face biometrics offers a ground-breaking solution to identity verification (IDV) on the continent—it is secure and simple to use. Yet this solution will only truly work if the algorithm that underpins face biometrics is trained on the full scope of African faces and can be executed at scale.

Historically, proof of identity was only available to those who could fulfil a rigid set of criteria. One of the main barriers to a person opening a bank account, for example, would be the inability to prove their identity without any formal identity document or proof of formal address. According to the World Bank, 57% of Africans still have no bank account

This translates to about 360 million adults in the region and approximately 17% of the total global unbanked population without access to formal financial services, a recent study by BPC and Fincog found.

Sustainable development goal (SDG) 16:9 is "to provide legal identity for all, including birth registration by the year 2030". Digital identity plays an active role in meeting several other SDGs, including universal health and education access and financial inclusion.

Remote face authentication is a crucial step in bridging the digital divide in Africa–we are committed to using our technology to champion inclusivity and access to legal identity for all.

Why iiDENTIFii is the identity solution of choice for African businesses:

- Our algorithm has been trained on over 50 million African faces, translating into identity for all, but specifically identity for all Africans.
- Our technology can authenticate and automatically onboard a person in seconds, across multiple devices.
- Our technology platform can be used by very low-end to very high-end smartphones.
- Users can access the platform via a mobile software development kit (SDK) and web-based/browser SDK, allowing them to click on a link to authenticate themselves instead of downloading a large SDK onto their phones.

Current live applications of our platform

- Proof of liveness
- True biometric liveness
- Facial verification algorithms specifically calibrated to African faces
- Proven on massive data sets at optimal 'false accept' and 'false reject' rates according to respective industry standards
- Identity document automated verification
- Data extraction
- Data and biometric verification triangulation with the respective government issuing authority or authoritative database
- Blockchain platform encryption and storage on request
- AML checks, bank verification, proof of credit rating, proof of address

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How does iiDENTIFii onboarding work?

Take a selfie

Face authentication is effortless and secure. The user intuitively aligns their face on the device, and the advanced algorithms determine the user is the right person, a real person and that they are authenticating right now in real-time.
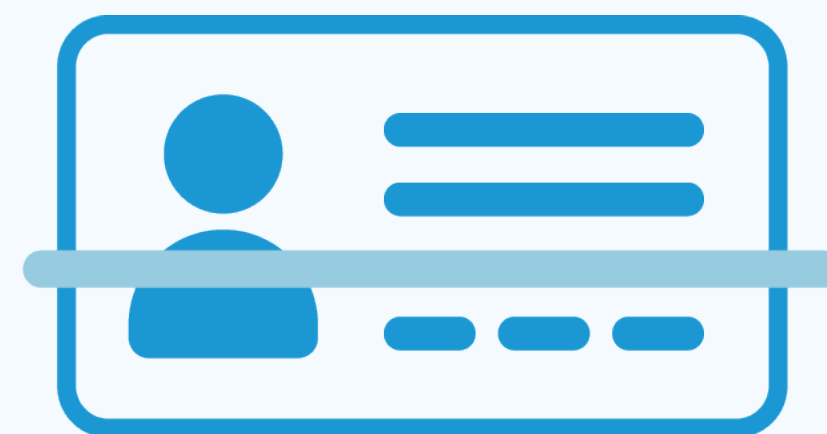
Scan an ID document

Once genuine liveness is confirmed, a second image is cross-referenced along with key data from the person's identity document.
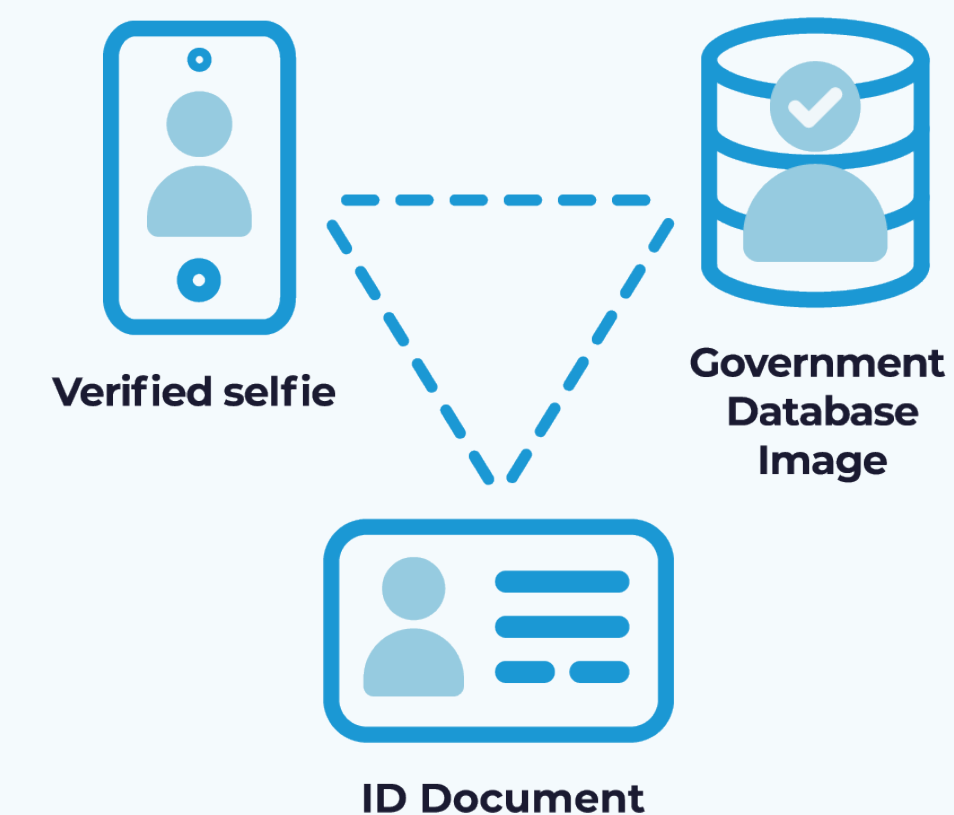
Triangulation verification

By comparing the user's selfie and ID document data and image with relevant government databases, we accurately authenticate someone's identity.

Verified selfie

Government Database Image

ID Document

Safeguard your business and customers from digital fraud and identity theft today!

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In a global landscape where cybercrime and fraud are growing exponentially, you and your customers deserve a digital identity you can trust.

Let's get started >