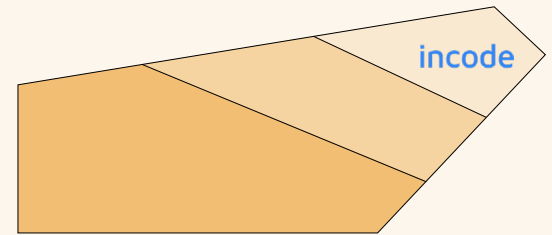
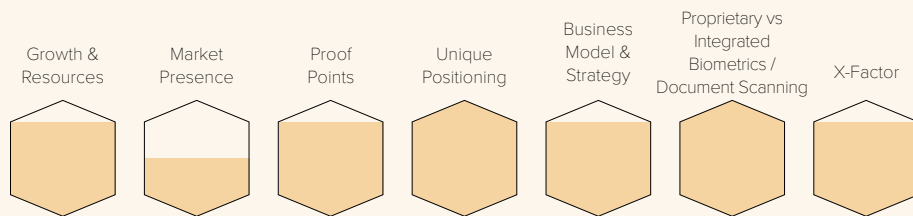


BEAM: IDV / CLASSIFICATION: Luminary



Headquartered in the San Francisco Bay Area, Incode offers an identity platform that includes a selfie-based identity verification tool as well as a digital ID solution designed to store virtual versions of physical IDs in a user's smartphone. The company has some major backers in the venture capital space, including SoftBank and J.P. Morgan, among others; and has evidently leveraged this funding to build an identity verification platform that is compliant with regulations including the European Union's GDPR and the California Consumer Privacy Act (CCPA), and verified against stringent standards such as ISO 30107-3 and SOC 2 Type 2. Incode has established a market presence across a range of sectors, and has made particularly notable inroads in financial services, online gaming, sports & entertainment, and hospitality.

## A Culture of Innovation

Incode develops its own technology in-house. It fully owns an entire suite of identity verification technologies and KYB products. Face biometrics are the core of this IDV Luminary's technology supported by AI and machine learning to enable the best possible performance on the edge. This research and development driven company is guided by a mission of replacing the failing legacy identity infrastructure of yesterday with reusable identity, via its vendor agnostic orchestration platform. In recent years, as the identity industry experienced what Acuity Market Intelligence terms a 'rogue wave,' Incode has been able to scale quickly and to deftly navigate a turbulent market. Incode's continued growth under dynamic market circumstances is a testament to its culture of innovation.

## For UX Optimized Identity Orchestration

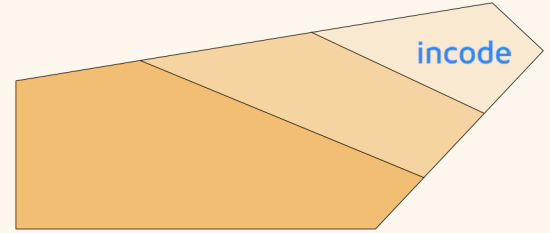
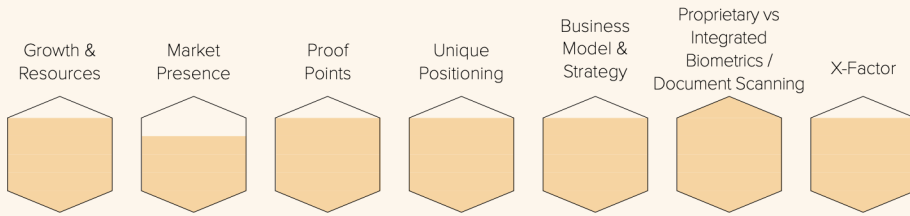
Incode Omni, the company's flagship identity verification platform is sleek, fully automated, accurate, and privacy-first, standing out as superlatively user friendly. As biometric digital identity becomes commonplace, the industry needs to follow Incode's example of intuitive backend controls. While other vendors offer basic, text-based interfaces for managing identities, Incode Omni stands out as proof that identity innovation should not end under the hood: performance includes interface.

## And Advanced AI Integration

The line between user interface and performance innovation blurs even further with this Luminary's approach to artificial intelligence. With the Incode AI Suite, the company has integrated generative AI into its orchestration workflows, effectively allowing administrators to ask the platform questions and receive actionable identity and risk level insights in real time. Beyond being a useful tool, Incode's AI Suite is another example of what can happen when formidable resources are channeled through an organization with a singular sense of purpose—powering a world of trust.



## BEAM: Identity Verification / CLASSIFICATION: Luminary



Pursuing its vision of one identity everywhere, Financial Services Identity Verification Luminary Incode is on a mission to power a world of trust—reducing fraud and transforming human interactions. The company verifies over 100 million users on an annual basis across a wide range of vertical markets, but its work in the financial services sector stands out. With its frictionless, scalable onboarding technologies, Incode serves the full spectrum of financial services clients, from legacy institutions and credit unions, to disruptive fintechs, neobanks, and crypto wallets. Easy compliance at breakneck speeds, fraud reduction, and improved conversion rates—these are the benefits offered by Incode’s identity verification platform.

### IDV Orchestrated

Incode’s platform approach to identity verification makes it shine. Its AI-driven technology is supported by liveness detection, constantly adapting to the accelerating fraud landscape. But it doesn’t stop there. Incode’s technology is fully customizable, offering confident identity defense at the front door during onboarding, and step-up verification in authenticated sessions. What’s more: Incode is one of the rare IDV providers that can boast connections with government databases, bringing it to the leading edge of identity innovation. This integration with systems of record enable levels of identity verification and identity proofing beyond those that can be achieved simply through biometric matching to photo IDs.

### Boosting a Neobank

When the largest neobank in the United States required an IDV solution for step-up verification on higher-risk transactions, it chose Incode. The caliber of its fraud detection capabilities made it perfect for the job. But it was Incode's remarkably consistent ability to positively verify authorized users and reject impostors that caught the client's attention. In addition to lower fraud, the neobank saw higher conversion rates, indicating that customer experience had improved along with identity security. Now, the financial services firm is sending a larger portion of its overall verification traffic to Incode. And the numbers explain why—Incode is responsible for a 15% increase in successful user verifications and 38% reduction in fraudulent activities. This, according to a product leader at the neobank, equates to millions in additional revenue and cost savings.

### Delivery On-demand and Fraud Free

As impressive as it looks, that case study isn’t an outlier. Rappi—the largest on-demand delivery service in Latin America and creator of the region’s first SuperApp—implemented Incode Verify and its system of record integrations in Mexico and saw over 98% reduction in fraud. This success prompted Rappi’s CEO to state the company’s plans to replicate this success in all nine of its countries of operation. It’s real examples like this that demonstrate how Incode’s approach to identity verification furthers its ambitious plans to build an identity-first world.