# iiDENTIFii
## iidentifii.com

**iiDENTIFii**

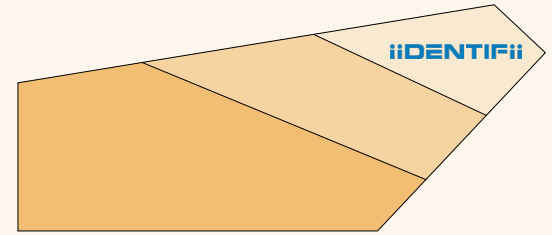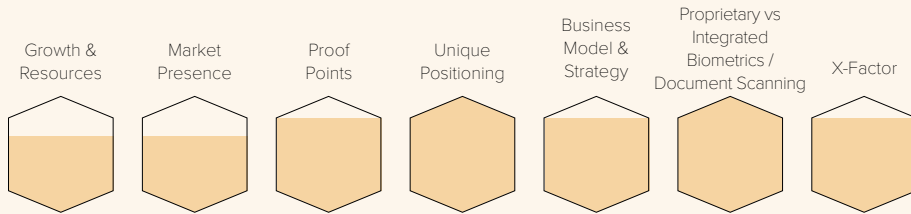Growth & Resources | Market Presence | Proof Points | Unique Positioning | Business Model & Strategy | Proprietary vs Integrated Biometrics / Document Scanning | X-Factor

iiDENTIFii offers a selfie-based onboarding platform that distinguishes itself through its use of 3D and 4D face scanning—its '4D Liveness' technology reflects a sequence of colored lights off a user's face to protect against advanced presentation attacks including deep fakes. An extra layer of verification in which the end user's identity information is matched against authoritative databases. Based in South Africa, iiDENTIFii was founded in 2018 and has become a proven key partner in multiple tier 1 African banks' efforts to implement enhanced Know Your Customer (KYC) processes to enhance resilience against identity fraud as part of an effort to get the continent off of a "grey list" maintained by the global anti-money laundering organization Financial Action Task Force (FATF). It has also raised millions of dollars in funding over the past year as VC and private equity investors have recognized its potential to target the broader Middle East and Africa market and beyond. This IDV Luminary stands out thanks to its relationship with Standard Bank, the largest bank on the African continent, with a presence in 20 African countries and seven international markets, through which it has built an enterprise scale solution that meets the highest KYC standards.

## 4D Biometrics for a Four-dimensional World

As face biometrics have emerged as the primary modality for mobile IDV transactions like eKYC and remote onboarding, they have become a vector of attack for fraudsters. iiDENTIFii's '4D' face biometrics technology significantly increases the amount of biometric data used to confirm a user's identity and liveness, offering natural resistance to the most common presentation attacks. Once the domain of high-cost biometric hardware scanners, iiDENTIFii's software-based approach makes it ideal for emerging markets in EMEA where identity verification is in high demand but boutique smartphones with specialized hardware are rare.
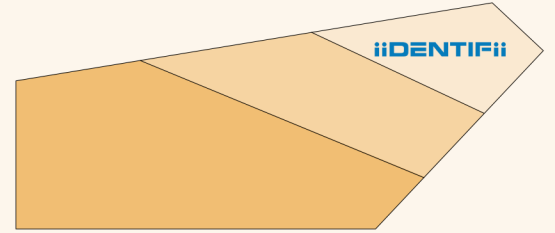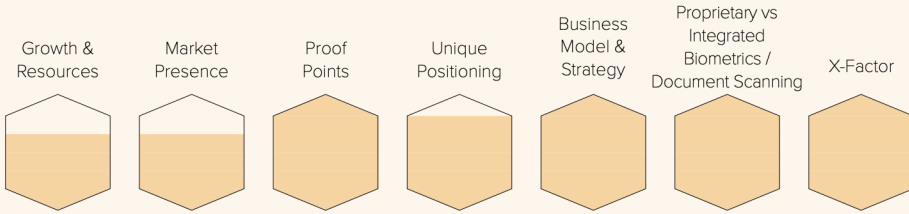
## Anchored by a Source of Record

Further enhancing iiDENTIFii's product is its integration with government databases, adding an extra layer of verification and identity proofing. This integration is a gold star for iiDENTIFii and sets the firm as a role model for the industry. Government sources of record are foundational to the future of biometric digital identity—enabling the strongest level of identity proofing for high-risk transactions—and incorporating these databases directly into an IDV offering puts iiDENTIFii ahead of the curve. As the next phase of biometric digital identity emerges, moving toward self-sovereignty as defined in this report, government database integration will be crucial in the verification process.

## Building an Identity-safe Africa

Thanks to its strong regional focus, iiDENTIFii has developed IDV technology best suited for its users' specific needs. From a mobile infrastructure standpoint, many areas in the company's jurisdiction face connectivity challenges, which in turn makes strong identity verification difficult, especially when calling back to a government source of record. iiDENTIFii addresses this challenge thanks to sophisticated redundancy, enabling its IDV technology to work even when networks fail. This level of thoughtful innovation is not only a differentiating factor in the company's home region, but is indicative of a larger advantage: in a market landscape where many firms try a one-size-fits-all approach, iiDENTIFii is successfully tackling unique challenges to provide next generation identity to those in need.

**BEAM: Identity Verification / CLASSIFICATION: Luminary**

| Growth & Resources | Market Presence | Proof Points | Unique Positioning | Business Model & Strategy | Proprietary vs Integrated Biometrics / Document Scanning | X-Factor |
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Financial Services IDV Luminary iiDENTIFii understands the human element of identity—from the impact of fraud on its victims to the need for customer education, to the core source of financial crime: money laundering and false identity. iiDENTIFii solves the connected challenges of identity fraud, live attacks on digital payments systems, and the need for better customer experience. This is achieved through its IDV platform which uses face biometrics supported by 3D and 4D Liveness®—a proprietary technology that incorporates a temporal element in its identity assessments. That fourth dimension is particularly useful in high-risk financial transactions, as it allows for stronger audit trails, which in turn help trace risk-based trends and keep relying parties ahead in the fraud arms race.

## Africa's Identity Advantage

iiDENTIFii has a significant footprint in South Africa's financial services sector, with more than 60% of the country's largest Tier 1 banks using its technology platform. With the no-code and low-code solutions, iiDENTIFii's technology is easy and quick to deploy, and it is constantly improving thanks to daily success and failure rate audits. Further setting it apart is its integration with government and authoritative databases, which bolster its identity proofing capabilities, and its built-in redundancies which allow it to fully operate even when regional connectivity infrastructure fails. The success is evident in its clients' enthusiasm for expanding their use of the company's remote identity verification services. Most notable among those financial services clients is Standard Bank.

## A High Watermark

Standard Bank is South Africa's largest commercial bank on the African continent. With 161 years of history, it operates in 20 sub-Saharan African countries, serving nearly 19 million clients through 12,000 points of presence, including branches. With a mission based around integrity and ethics, Standard Bank turned to iiDENTIFii when it needed to upgrade its identity security in the face of rising levels of fraud.

## Spoof-proof, Privacy Forward, Partner Friendly

iiDENTIFii deployed its solution in a matter of months. In doing so, it enabled Standard Bank to onboard and verify customers in seconds and comply with FICA, KYC, RICA, and AML regulations. The enhanced security and convenience earned the company the full-throated endorsement of Standard Bank, which also offers iiDENTIFii's identity verification technology through its OneHub platform. Beyond the market penetration this enables, this Standard Bank case study stands as a glowing example of how getting identity right in financial services can help spread best practices, strong technologies, and customer education.

Collaboration, innovation and the proven ability to deliver are essential to the future of identity in financial services. Through its work on the African continent, iiDENTIFii is leading by example, lighting the path forward to a fraudless financial future.

**Contact iiDENTIFii:**

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