

A U 1 0 T I X

IDENTITY INTELLIGENCE



# The Azure Cloud is a Great Neighborhood for Your **KYC Process**

TECHNOLOGY POINT OF VIEW |  
Know Your Customer

# Embrace automation and trust the cloud intelligently

Many processes involved in collecting and analyzing customer data can (and should) be migrated to the cloud and automated. We don't necessarily mean you shouldn't rely on human intervention under rare, exceptional circumstances to make a "go-no go" decision, but it does mean trusting AI to work on the front lines. You get less redundancies, fewer errors, and more time to do your day job.

Moving to the cloud also provides benefits such as intelligent identity verification and innovations enabled by connected products. As such, digital transformation is the goal of many, as it can mean finding a competitive advantage.

AU10TIX was one of the first identity verification solutions to move its platform to Azure, and in doing so, we leveraged Microsoft's resources and technical advantages. Together, over time, we have developed a synergy that can help you successfully move into the digital world.

## We chose Azure for many reasons

- 1 It's the only consistent hybrid cloud that delivers comprehensive, multilayered security, including the broadest compliance coverage of any cloud provider. And compliance is what we all know to be the driving force behind any decision to implement a KYC process.
- 2 Azure is open source - meaning we can operate faster, and it helps us get back to where we need to be- and that is solving problems.
- 3 Automated cloud-to-code workflows allow our developers to create reliable and secure applications faster and distribute them globally.
- 4 Time-saving automated release pipeline through continuous integration and continuous deployment (CI/CD).
- 5 Automated workflows with native support for common scenarios.

## The best KYC processes are built to suit you

What regulations do you have to comply with? What are your sector's norms and "rules of the game"? What are the inherent challenges in your industry that pertain to KYC processes? What is the cost of each fraudulent ID in your system? What does your robust identity verification system look like? What are the best tools to ensure your organization knows who it is dealing with?



## Can your KYC process help you know that your customer really is who they say they are? Not sure? Here are some questions to help determine its robusticity:

### Is it fully automated?

An identity verification solution supported by machine learning eliminates the need for human review of documents and is always up to date against the latest fraud threats.

### Can it detect synthetic fraud?

Synthetic fraud poses a significant challenge to businesses. Instead of a single fraudulent ID, criminal organizations are mass-producing IDs using advanced computer software that the human eye cannot detect.

**Fiverr** was targeted by mass attempts of identity fraud. Thousands of fake IDs successfully passed inspection of their identity fraud team. The popular marketplace began working with a tool designed to detect synthetic fraud, and fake IDs no longer fool their KYC system.

### What types of documents can it identify?

Make sure your identity verification solution can onboard and authenticate everyone you work with and serve while ensuring compliance with AML and KYC regulations, globally and across all channels of engagement – because compromising on one user identity puts everyone in your organization at risk.

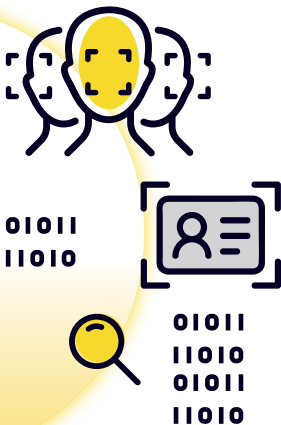
### Is it scalable?

How will your KYC system respond to a spike in new customers or re-verification requests? If you want to grow your business, a scalable solution is a must. According to Tong Yi Tsui, CEO of Forex Capital Markets, “In the online trading industry, you need to be able to adapt as the market fluctuates. This means being ready to scale in multiple regions without sacrificing fraud detection and speed.” In some cases, exchanges needed to scale up their KYC processes overnight. There is no way to “hire your way” out of this problem. Immediate scalability is a critical capability in any identity verification solution.

**FACT:** AU10TIX was the only platform that could handle the crypto surges of 2017 and 2021.

### What about liveness and counterfeit detection?

Anti-counterfeiting and liveness detection are crucial to a safe ID verification solution. Biometrics are far superior to password-based security, but not all biometric solutions offer the same level of security. Some weak biometric authentication systems can still be fooled by synthetic mimics of genuine credentials, just as low-quality identity documents can be forged to fool inspectors. This has prompted the rise of artificial intelligence and computer vision applications that can spot the subtle signs of fabricated documents and differentiate between a human being and a deep fake nation, a photograph, or a mask, thanks to sophisticated ‘liveness detection’ algorithms.



### **Are we ready for Verifiable Credentials?**

Identity verification is the foundation of a secure online experience, and that assurance must be carried forward through subsequent transactions. If you create an account using state-of-the-art digital onboarding technology, the integrity of that process can still be compromised if access to that account doesn't maintain that same initial level of trust. A reusable credential, like AU10TIX Reusable Digital ID created with Microsoft Entra, means that every subsequent transaction can be as trusted as the initial identity verification process during onboarding.

### **Am I providing good customer experiences?**

If you don't want to lose new potential customers to your competitors, consider a verification solution's speed and user experience. How long will a person wait to be notified about verification? How long should new customer onboarding take from beginning to end? Every industry has different needs and, therefore, standards. Opening up a new bank account may require more layers of ID verification than opening a seller account on a marketplace.

Customers know that KYC regulations are necessary. But you should avoid frustrating them with lengthy, complex procedures. Simplicity is the key to successful onboarding. Your process should be well-structured, straightforward, and easy to understand, even for people without a lot of technical skills.



## **Verify better, convert more, worry less.**

By taking the next step in your enterprise's identity journey - whether it's implementing an identity verification solution for the first time, expanding its use within your organization, or making the switch to a more comprehensive and scalable solution - you're creating better, safer, and more trustworthy experiences for everyone who interacts with your organization.

**Thanks to identity verification technologies** – which use machine learning and automation to capture, validate and compare government-issued ID documents to biometrics collected from a selfie and other data sources – it is possible to meet today's challenge of verifying a person's identity, wherever and however they want, so that they can have a trusted and safe experience in a digital space – you only need to choose the right service and make sure your implementation includes the right capabilities.

**Once you look at the totality of your challenges, you can formulate your KYC process.**

## One solution, broad scope

The different types of identity a given organization must confirm can vary widely from employee to customer to contractor. Each identity type has different attributes, and enterprise decision-makers need to be sure that the identity verification tools they choose can address this variation and guard against the many other attack vectors available to fraudsters.

The need to address this issue can lead to complex implementations of multiple identity solutions. Still, the best action is to select a provider that can handle every identity type and fraud threat through a single integration.

## Pick the right technology partner

Now that we've talked about what made us choose Azure and what you should expect from your KYC process let us share a few reasons why you should choose us as your KYC technology provider:

- 1 Sales play. Not only are we powered by Azure, but we are a MAAC-eligible member of the Azure Marketplace. If you know, you know.
- 2 Our cloud-based KYC solutions can easily integrate with your existing systems through a single API. We're also committed to a painless, parallel transition if you move to AU10TIX from another provider.
- 3 Security is in our DNA. Our technology has its origins in Israeli airport and border security.
- 4 We were the only vendor that could handle the crypto surges of 2017 and 2021.
- 5 We were the first to detect and respond to synthetic fraud.
- 6 Over the past decade, we have become the preferred KYC provider of major global brands, including Uber, PayPal, LinkedIn, and eToro.
- 7 Our Reusable Digital ID, verifiable credentials solution, is ready for you when you want to take KYC to the next level.

Based on Azure's responsible machine learning, we've built AI you can trust. Azure enabled our developers to create a highly secure cloud KYC with increased agility, strengthened security, and built-in flexibility, which translated means seamless operations to protect your data and business assets better.

## Do you have what it takes to really know your customers?

**Schedule a walkthrough of AU10TIX's KYC offerings today and find out how easy it can be to take your KYC to the next level.**

