CASE STUDY

iiDENTIFii
Automated Identity Authentication

STANDARD BANK - DIGIME STRONG AUTHENTICATION

ABOUT STANDARD BANK

Standard Bank Group (SBSA) is a financial institution that offers banking and financial services to individuals, businesses, institutions and corporations in Africa and abroad, SBSA is Africa's biggest lender by assets. Their outlook is more than being a bank, aiming to add value socially, economically and environmentally and are therefore one of the largest drivers of growth, both for individuals and companies across the African continent.

Due to the dynamic nature of the operations of SBSA, the challenges which arise during the transition from a branch-based bank to a bank that operates completely online, are complex.

Digital onboarding of customers safely and securely is a key challenge that needed a robust and efficient solution.

THE CHALLENGE

Standard Bank needs to move online, from opening accounts to approving loans whilst simultaneously ensuring that they are eliminating various types of fraud, including identity fraud, and complying with anti-money laundering legislation. Identity fraud is one of the fastest growing crimes in the world, experts in the field suggest that an identity is stolen every two seconds. This is a silent crime and can often go undetected, that is why Standard Bank needs a leading-edge company who have a comprehensive approach to remote identity authentication.

The process of shortlisting suppliers was grueling, followed by an intensive testing process of technologies brought forward by various companies. Upon completion of these processes and procedures, Standard Bank decided to partner with **iiDENTIFii** to enable remote biometric digital authentication and automated onboarding.
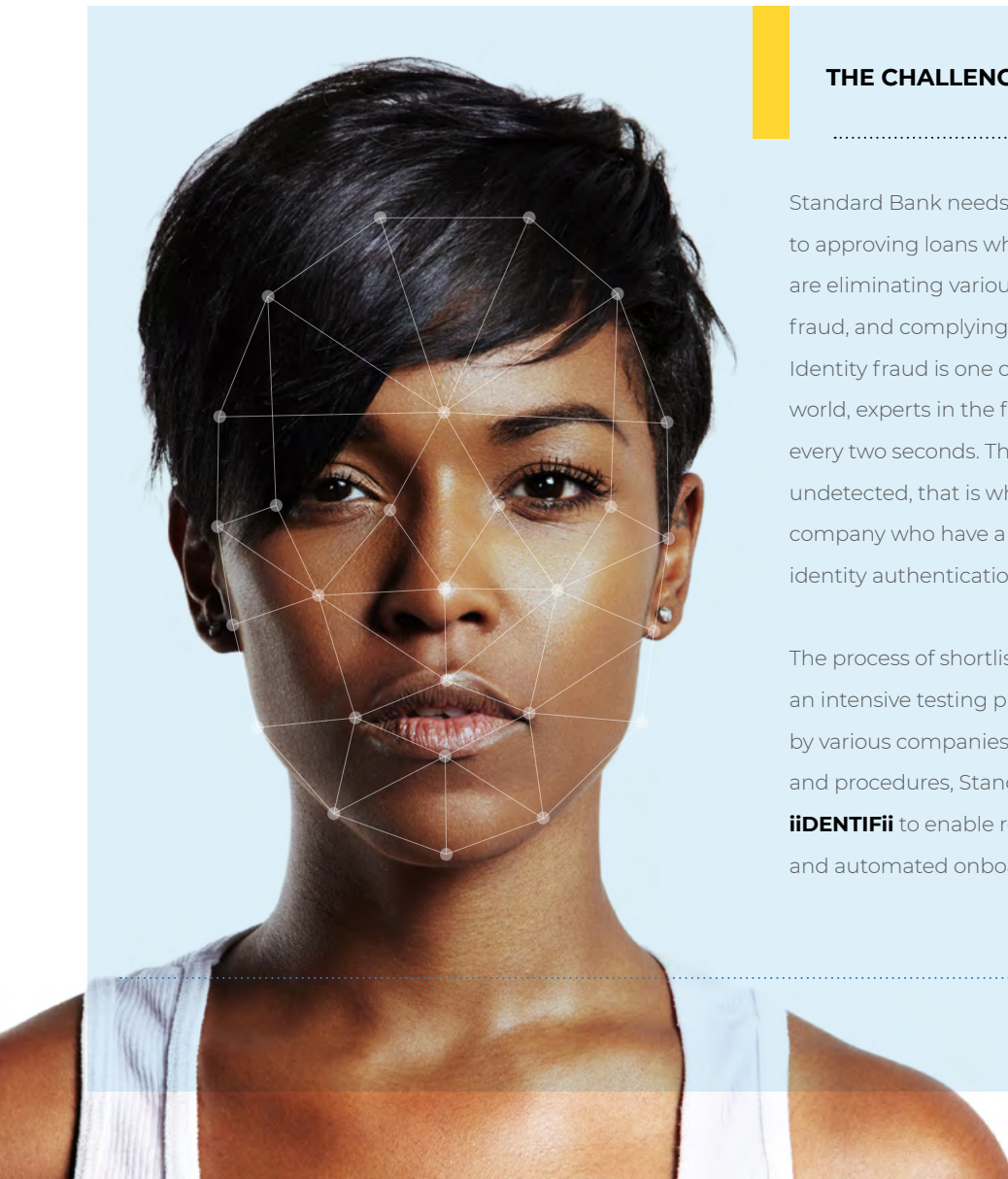
THE SOLUTION

iiDENTIFii's innovative and comprehensive remote digital identity verification technology. The algorithms and patented light technology used are specifically tailored according to respective ethnic groups, ensuring the security of this authentication process regardless of geography and ethnicity. Ticking all the boxes for Standard Bank from a governance and legislative perspective, the **iiDENTIFii** product meet the stringent demands laid out by KYC, RICA, FICA, AML, and other regulatory requirements.

A key-feature of this technology is that it can be easily integrated into any mobile platform by means of a robust Software Development Kit, providing Standard Bank with the ability to customise its functionality according to their specific requirements, in this case, it is known as Standard Bank's **DigiMe.** *(Click here)*

Using a mobile phone and an official identity document, the **iiDENTIFii** technology platform that has been built into the Standard Bank App does four critical things:
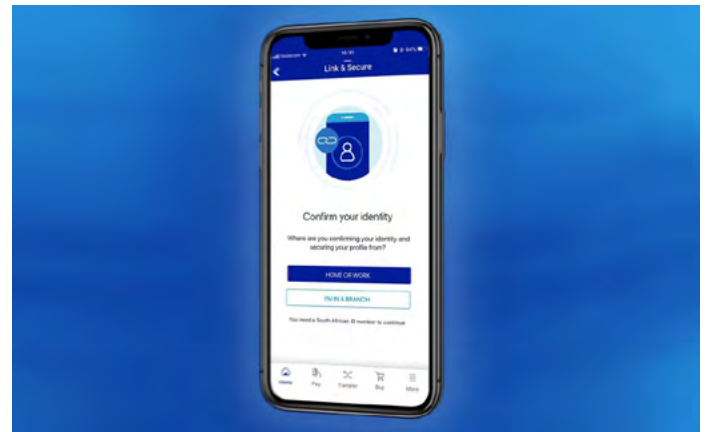
FOUR CRITICAL THINGS:

- **It proves the person is alive, therefore enabling strong authentication**
- **It matches the selfie with the image on their ID document**
- **The data is extracted off the identity document**
- **All the data is matched with a facial biometric at the government department issuing authority.**

STANDARD BANK IMPLEMENTS THE GOLDEN TRIANGLE STANDARD OF BIOMETRIC IDENTITY:
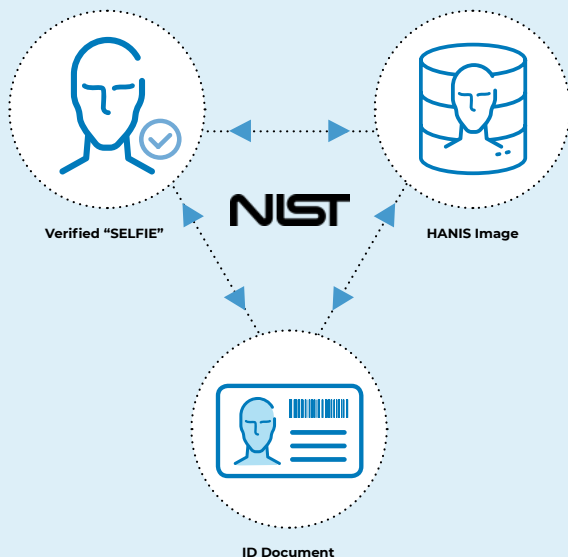
Verified "SELFIE"

NIST

HANIS Image

ID Document

RESULTS

DigiMe makes use of **iiDENIFii's** leading-edge technology through integrating the latest biometric and facial recognition software, combined with multi-factor authentication to create a safe and secure banking experience on a mobile device.

With a significant increase on their digital banking platforms, SBSA's functionality needs to be flexible and secure. **iiDENTIFii's** golden triangle authentication ensures optimal false-accept and false-reject rates, allowing Standard Bank to be assured that their security does not waiver.

In addition to improved security, DigiMe now offers a better experience for users. SBSA is enthused at the reduction of one-time PINS and other verification methods, now replaced by a simpler, better, faster approach.

1 in 250K	**1 in 10K**	**More than 1.6M**	**UNDER 30 SEC**
FALSE ACCEPTANCE RATE	FALSE REJECT RATE	FACE MATCHES	VERIFICATION

CUSTOMER EXPERIENCE

"It is critical for Standard Bank to be one step ahead in the race to provide safe and secure digital banking. This means implementing systems and controls that keep up with the evolution of customer preferences and cyber risks."
- Andrew van der Hoven Head of Digital Banking at Standard Bank.

iiDENTIFii is on a mission to stop identity fraud by making seamless identity authentication accessible to everyone, everywhere, on any mobile device.

This frictionless security feature is activated via the mobile app, with simple requirements for the individual, namely an official identification document, passport or smart ID, a selfie and to follow a few simple steps in order to secure your digital identity.

FOUR SIMPLE STEPS:

- **STEP 1:** **Sign into your SBSA App, click "Link and secure your profile"**
- **STEP 2:** **Capture your ID number**
- **STEP 3:** **Scan your ID document**
- **STEP 4:** **Take a selfie.**

WHO IS iiDENTIFii?

iiDENTIFii is a world leading remote biometric digital authentication and automated onboarding technology platform. It fulfils the needs of customer-focused organizations that are required to authenticate and on-board customers. It makes use of frictionless and non-invasive automated proven process, that meets customer intelligence, risk and compliance goals, as well as ticking all the boxes from a governance and legislative perspective.

iiDENTIFii are innovative thought leaders in the sphere of remote identity verification and through their deep learning neural networks and artificial intelligence algorithm have been called on to provide services to manage identity fraud both locally and across the globe.