

BUILT BY SHUFTI

Episode 01

Every Industry



Along With
Jiad & Daniela



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OVERVIEW

Shufti launched Built by Shufti as a three-part series about what identity, fraud and compliance technology actually looks like when it has to work for real businesses and real markets.

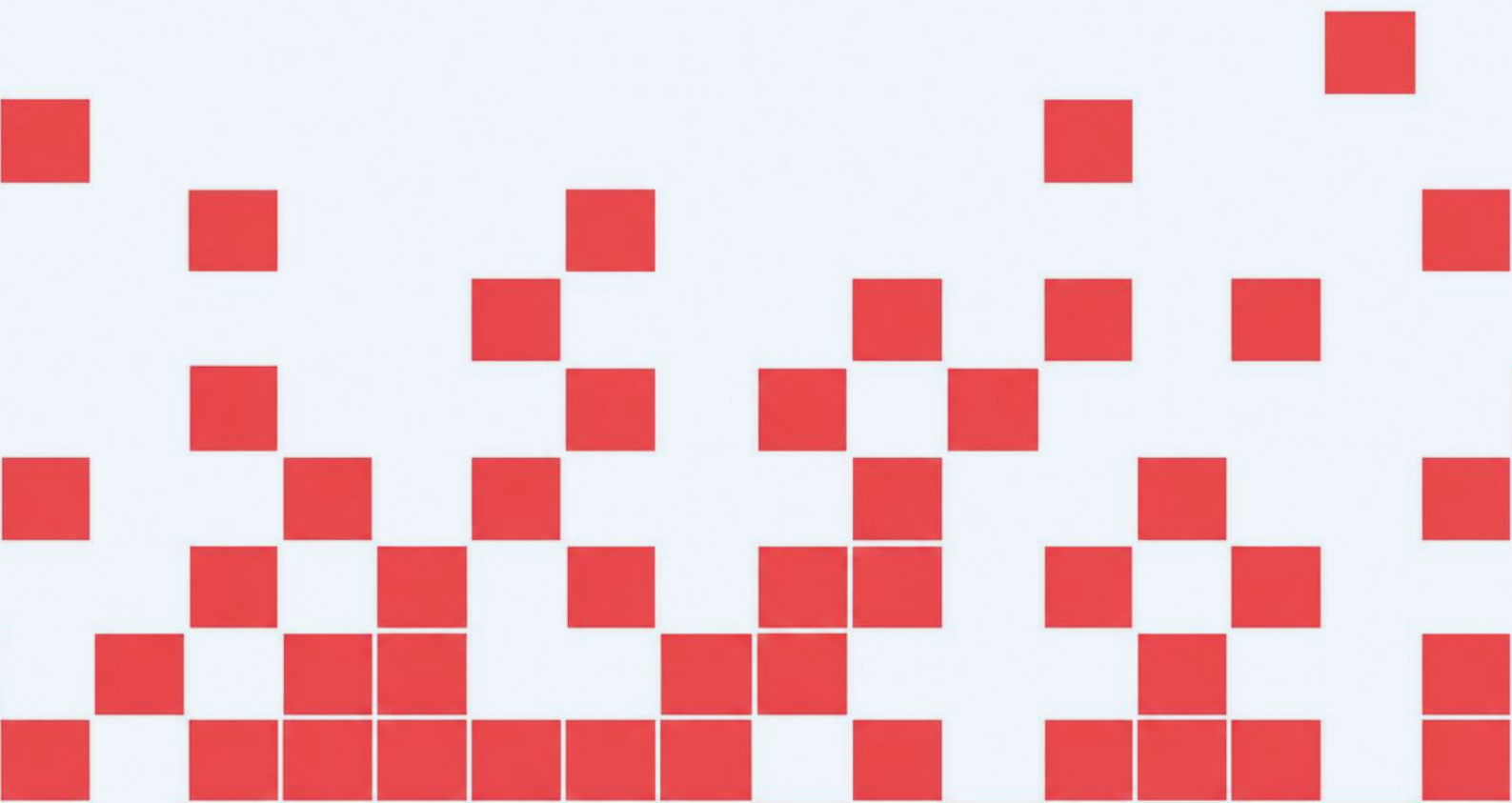
Across the three episodes, we look through three lenses. Every industry, every region and every use case. Running through all of them is Glocal, our approach of global reach with real local depth. Local can mean the country you operate in, the regulation you work under, or the business itself and how its teams actually work.

The series at a glance

Episode 01 - Every Industry : Why a bank, a telco and a marketplace all define good verification differently.

Episode 02 - Every Region : What it takes to understand a market, its documents, scripts, regulations and fraud patterns.

Episode 03 - Every Use Case : How one platform stretches across every decision a business makes about a customer, from onboarding onwards.



Episode 01 : Covers Every Industry

A bank, a payments company, a telecom operator, a gaming platform and a travel marketplace can all need identity verification. They do not need it in the same way, because they are solving different problems.

HIGHLIGHTS OF THIS EPISODE

- Jiad Cheema and Daniela Marin talks about why serving an industry and adapting to it are different things, and why the workflow, the controls and the deployment should fit the business
- How each sector defines a good outcome differently. Conversion in e-commerce, data residency in banking, age and eligibility in gaming, trust between strangers in a marketplace
- QQpay, a cross-border payments business, cut manual reviews by nearly half after moving identity verification and AML screening onto one platform
- PrimeTel in Cyprus processed around 89,000 verifications against an initial forecast of 35,000, with an 85.3% first time pass rate, after new legislation made KYC mandatory for prepaid mobile customers
- Misterb&b, the LGBTQ+ travel booking platform, reached an 86% first time pass rate, a 16.8 second average verification time and a 50% drop in chargebacks
- Three age assurance routes matched to risk, plus DHS Rally 2025 results showing a false match rate below 0.01% and a false non-match rate below 0.68%

WHAT THIS MEANS IN PRACTICE

- Your risk appetite, customer journey, infrastructure and regulatory requirements shape the solution, so you are not rebuilding how your business operates to suit a provider
- You keep one integration, one provider and one core stack, while the workflow, the controls and the deployment model fit the business in front of it
- Less friction where the risk is low, stronger controls where the risk is high, and one accountable platform underneath both

ABOUT US

Shufti is an identity verification, KYC, KYB, AML and fraud prevention platform used by more than 2,000 businesses across 240 plus countries and 150 plus languages. The technology is built in house, with no third party aggregators, and is certified to iBeta Level 3, ISO 27001:2022, SOC 2, PCI DSS, GDPR and CCPA.

- For industry fit, we can adapt the verification journey, the controls and the deployment model to the way your business actually operates, on one platform with fully owned technology.

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