Shufti

Summary

BUILT BY SHUFTI

Episode 02

Every Region

Along With

Jiad & Daniela

Watch Here

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 02 : Covers Every Region

Entering a new market is more than adding a country to a coverage map. The documents change, the scripts change, the rules change, the accepted verification methods change, and so does the fraud.

HIGHLIGHTS OF THIS EPISODE

- Jiad Cheema and Daniela Marin cover the difference between coverage and performance
- Shufti sees real verification traffic from around 250 territories every month, and Big Cash, an Indian gaming platform, now runs KYC across more than 50 countries
- Shufti built its own OCR for identity documents and reads more than 15,000 document types. The top 20 account for only around 67% of verifications, so roughly a third comes from the long tail
- Tuning the Japan model for a global payments client lifted extraction accuracy from around 92% to 96.5%, which means fewer retries and fewer manual reviews
- A proprietary name matching engine handles spelling, phonetics, diacritics, transliteration and different naming conventions, and screens verified identity data rather than what someone typed into a form
- eIDV covers more than 70 markets across more than 200 sources, with support for over 50 digital ID schemes, so some journeys need no document at all

WHAT THIS MEANS IN PRACTICE

- You can enter a new market without changing identity provider or rebuilding the integration
- The complexity sits underneath, so a user in Europe and a user in Latin America go through the same experience
- Legitimate users are not penalised for carrying a document, speaking a language or living in a market that a generic system understands less well

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 new markets, we can handle the differences in documents, scripts, regulations and verification methods behind one integration, so your customers get the same experience wherever they sign up.

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