



# HOW TO ADAPT AS KYC EVOLVES IN EMERGING MARKETS

[WATCH WEBINAR HERE](#)



**Jake Nordland**  
Content Specialist, Clarion Events

Moderator



[www.shuftipro.com](http://www.shuftipro.com)

**Tom Gadsden**

VP Product - Shufti



**Jake Nordland**

Content Specialist,  
Clarion Events



**Max Irwin**

VP Sales - Shufti



## Overview

The KYC landscape in emerging markets is moving beyond simple "identity checks" into a high-stakes battle against industrialized fraud. For operators in regions like Africa, LATAM, and APAC, the challenge is no longer just high friction, but how to maintain security against rapidly evolving AI-assisted fraud techniques while simultaneously driving growth.

This webinar was delivered in collaboration with iGB and Shufti. Speakers included Tom Gadsden (VP of Product, Shufti) and Max Irwin (VP of Sales, Shufti), and was moderated by Jake Nordland.

The discussion stayed practical: how KYC is evolving in emerging regions, the rise of AI-enabled deepfakes, the transition from document-heavy to "docless" onboarding, and how operators can use security as a selling point to reduce churn in 2026.

# Discussion Points

## **The "Industrialization" of fraud is a new paradigm.**

The panel noted an explosion in AI-driven fraud over the last 12 months. Fraud is no longer a lone actor; it is now an industrialized process using deepfakes and face swaps that are indistinguishable from reality to the human eye. The speakers highlighted that techniques previously associated with high-value financial attacks are now appearing across sectors such as iGaming and in emerging markets

## **"Docless" journeys are the new conversion benchmark**

The session highlighted a growing shift away from purely document-based verification toward docless or database-supported identity verification. In markets like South Africa and Brazil, where biometric and national databases are effective, operators can verify users in 10 seconds via a national ID number and a face scan; skipping the "document grind" entirely.

## **Hardware limitations require technical universalism**

Max Irwin highlighted the "older device" reality in many emerging markets. In many emerging markets, operators are up against low-resolution cameras and poor lighting. The emphasis was that identity verification technology should work reliably with lower-quality images and older devices, using strong OCR and fraud-detection algorithms rather than requiring perfect image quality.

## **Security as a selling point, not a pain point**

The panel argued that in regions with high identity theft risks, digital KYC can actually be a marketing tool. By educating players and reframing verification as account protection rather than a regulatory hurdle, operators can drive adoption and reduce the churn typically associated with "turning on" new controls.

## **Regional agility beats "one-size-fits-all" tech**

Tom Gadsden focused on the necessity of localized expertise, citing the recent restructuring of the national address system in Vietnam. He argued that the real value of a KYC provider lies in the ability to adapt quickly to regional regulatory changes and support non-Latin documents through translation and flexible integrations.

# Challenges Discussed

- **Coordinated AI Attacks:**

The rise of multi-factor fraud, including face swaps and device fingerprinting that bypasses traditional "off-the-shelf" technologies

- **Infrastructure Gaps:**

Dealing with paper-based, laminated, or crumpled documents that have been "in back pockets for years."

- **The Conversion vs. Security Tightrope:**

The constant pressure to reduce onboarding time (10s vs 60s) without opening the doors to bonus abuse and money laundering.

- **Data Residency and Local Laws:**

Navigating strict residency requirements in regions like the UAE, where personal data must remain in-country.

- **Operational Blind Spots:**

Over-reliance on manual review can create gaps, as modern deepfakes may require machine-learning analysis rather than simple visual inspection.



## Key Takeaways

- **The 10-Second Goal is Real:**

Moving to "docless" journeys is proven to boost conversion rates by up to 10 percentage points in key emerging markets.

- **Staged KYC reduces Churn:**

Use a layered approach—starting with light-touch verification (email/phone/IP) and escalating to biometrics at spend thresholds.

- **Regional Experience is Battle-Tested:**

Operators should scrutinize whether their KYC partner has actual scale in a region, rather than just a global marketing claim.

- **2030 is the Digital Identity Horizon:**

Digital identity wallets are the future. Operators should plan for a world where users hold their own verified credentials on-device.

# About US

At Shufti, we empower iGaming operators to scale confidently in high-growth, emerging markets where fraud is sophisticated, and conversion is king. Our approach addresses the specific friction points highlighted in this webinar:

- **Industrialized AI threats** require deep-layer data detection over visual "gut checks."
- **Legacy infrastructure hurdles** (paper IDs and hardware limits) stall global expansion.
- **The Velocity Gap**, where traditional KYC friction drives players toward competitors.

## What We Deliver

- **Velocity-Driven Onboarding:**

Transform the player journey with flexible verification flows, including docless verification where supported by national identity databases. By leveraging authoritative data sources and biometrics, onboarding can be completed in seconds in supported markets.

- **Global Technical Universalism:**

Our identity verification technology is designed for real-world conditions, extracting reliable identity and liveness signals even from lower-resolution images and older devices common in emerging markets, helping to reduce onboarding friction for legitimate users.

- **Localized Compliance Intelligence:**

From Smart Transliteration of non-Latin scripts to Dynamic API Mapping for regional address shifts, our workflows are built to handle the administrative nuances of Africa, LATAM, and APAC automatically.

As the iGaming industry shifts toward a "flight to quality," our goal is to help operators turn complex regional onboarding into a seamless, competitive advantage.

## Join the Shufti Community



SHUFTI ON  
[WEBSITE](#)



SHUFTI ON  
[LINKEDIN](#)



SHUFTI ON  
[TWITTER/X](#)



SHUFTI ON  
[FACEBOOK](#)



SHUFTI ON  
[YOUTUBE](#)