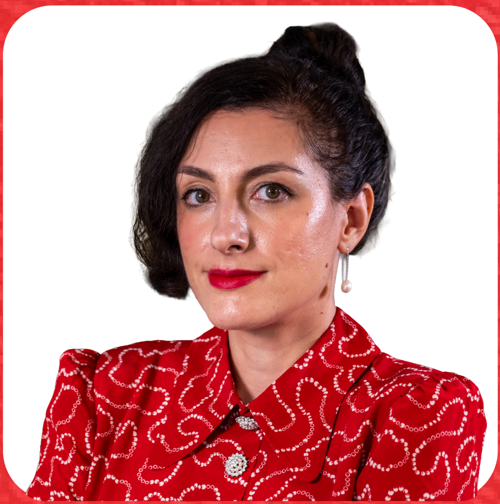
Shufti

Summary

BUILT BY SHUFTI

Episode 03

Every Use Case



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 03 : Covers Every Use Case

Passing an identity check is where the relationship starts. After that come eligibility, authentication, fraud, screening, monitoring and decisions about individual transactions.

HIGHLIGHTS OF THIS EPISODE

- Jiad Cheema and Daniela Marin on why onboarding establishes trust and the rest of the lifecycle protects it
- Matching the level of assurance to the moment. A routine login may need only facial verification, while a higher risk action may call for proof of address or enhanced due diligence
- ACU, a financial institution serving members for more than 75 years, replaced in-person onboarding with a fully digital journey built with reseller partner Axioma, reaching an 86.9% verification approval rate
- Online knife sales in the UK as a worked example, where age assurance, document verification, facial liveness and address verification combine to check the buyer at purchase and again at delivery
- iBeta PAD Level 3 testing on Android and iOS against 900 sophisticated presentation attacks, including custom silicone and resin 3D masks, with 0% APCER and no genuine users wrongly rejected across 100 presentations
- A global crypto platform started with address verification and expanded into document, face and anti-deepfake checks, passing 100,000 verifications in the first three months and now operating in more than 100 countries

WHAT THIS MEANS IN PRACTICE

- Each check builds on the last, so an authentication, a screening alert or a payment is judged with everything you already know about that customer.
- Friction scales with risk, so routine actions stay light and higher risk ones get stronger checks
- KYC tells you how the risk looked when the relationship started, and ongoing monitoring tells you what has changed since

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.

- Across the lifecycle, we can bring onboarding, authentication, age and eligibility, fraud prevention, ongoing AML monitoring and transaction risk onto one platform, so each decision benefits from the ones before it.

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