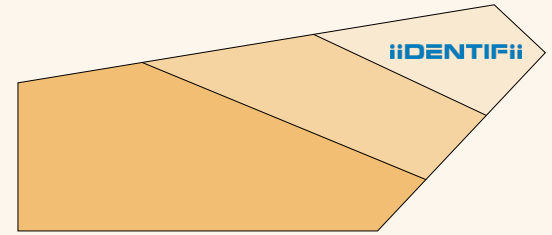
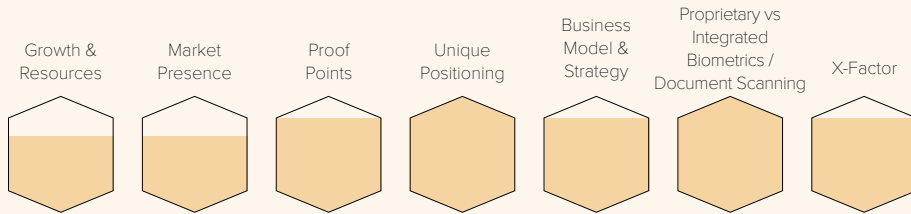


BEAM: IDV / CLASSIFICATION: Luminary



iiDENTIFii offers a selfie-based onboarding platform that distinguishes itself through its use of 3D and 4D face scanning—its '4D Liveness' technology reflects a sequence of colored lights off a user's face to protect against advanced presentation attacks including deep fakes. An extra layer of verification in which the end user's identity information is matched against authoritative databases. Based in South Africa, iiDENTIFii was founded in 2018 and has become a proven key partner in multiple tier 1 African banks' efforts to implement enhanced Know Your Customer (KYC) processes to enhance resilience against identity fraud as part of an effort to get the continent off of a "grey list" maintained by the global anti-money laundering organization Financial Action Task Force (FATF). It has also raised millions of dollars in funding over the past year as VC and private equity investors have recognized its potential to target the broader Middle East and Africa market and beyond. This IDV Luminary stands out thanks to its relationship with Standard Bank, the largest bank on the African continent, with a presence in 20 African countries and seven international markets, through which it has built an enterprise scale solution that meets the highest KYC standards.

4D Biometrics for a Four-dimensional World

As face biometrics have emerged as the primary modality for mobile IDV transactions like eKYC and remote onboarding, they have become a vector of attack for fraudsters. iiDENTIFii's '4D' face biometrics technology significantly increases the amount of biometric data used to confirm a user's identity and liveness, offering natural resistance to the most common presentation attacks. Once the domain of high-cost biometric hardware scanners, iiDENTIFii's software-based approach makes it ideal for emerging markets in EMEA where identity verification is in high demand but boutique smartphones with specialized hardware are rare.

Anchored by a Source of Record

Further enhancing iiDENTIFii's product is its integration with government databases, adding an extra layer of verification and identity proofing. This integration is a gold star for iiDENTIFii and sets the firm as a role model for the industry. Government sources of record are foundational to the future of biometric digital identity—enabling the strongest level of identity proofing for high-risk transactions—and incorporating these databases directly into an IDV offering puts iiDENTIFii ahead of the curve. As the next phase of biometric digital identity emerges, moving toward self-sovereignty as defined in this report, government database integration will be crucial in the verification process.

Building an Identity-safe Africa

Thanks to its strong regional focus, iiDENTIFii has developed IDV technology best suited for its users' specific needs. From a mobile infrastructure standpoint, many areas in the company's jurisdiction face connectivity challenges, which in turn makes strong identity verification difficult, especially when calling back to a government source of record. iiDENTIFii addresses this challenge thanks to sophisticated redundancy, enabling its IDV technology to work even when networks fail. This level of thoughtful innovation is not only a differentiating factor in the company's home region, but is indicative of a larger advantage: in a market landscape where many firms try a one-size-fits-all approach, iiDENTIFii is successfully tackling unique challenges to provide next generation identity to those in need.