

# Instant Messaging Authentication & Phone Verification

## Confirm your Identity

Phone number

**+123 456 789 0**

**Verify**

Or login with



Powered by IPification

# The Problem

# Unfriendly, insecure and costly SMS OTP

Deprecated in many countries by regulators

SS7 insecure protocol / rerouting of SMS

Bad User Experience = conversion rate dropping

Vulnerable to phishing attacks

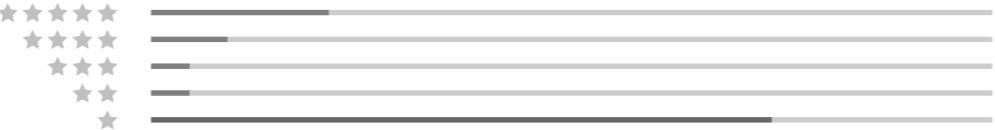
High expenses (DDoS attacks)



# Negative ratings tied to authentication

**Ratings and Reviews**

**2.2** out of 5 1572 Ratings




**1 star** 04/08/2020  
**Impossible to activate!**  
Activation codes are not arriving even after dozens of tries. Please fix it as soon as possible!

**2 stars** 04/15/2020  
**Make this app work please!**  
First, registration codes are very late! Please somehow fix it. Then when I add payments card and few days...

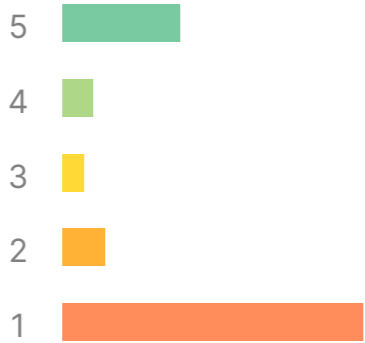
**1 star** 04/10/2020  
**Registration fail**  
Epic fail. Can't pass opt-out from specialized notifications. Can't even finish registering to the app with my phone n...

**REVIEWS**


**2.0**



2722 total



**A** ★★★★★ August 15, 2020  
Very bad app, I had to activate the account twice already. Had to type everything over again, it's the third time I've tried already.

 ★★★★★ August 15, 2020  
Downloaded, installed, tried to activate via Call or SMS but nothing came through. Uninstalled!

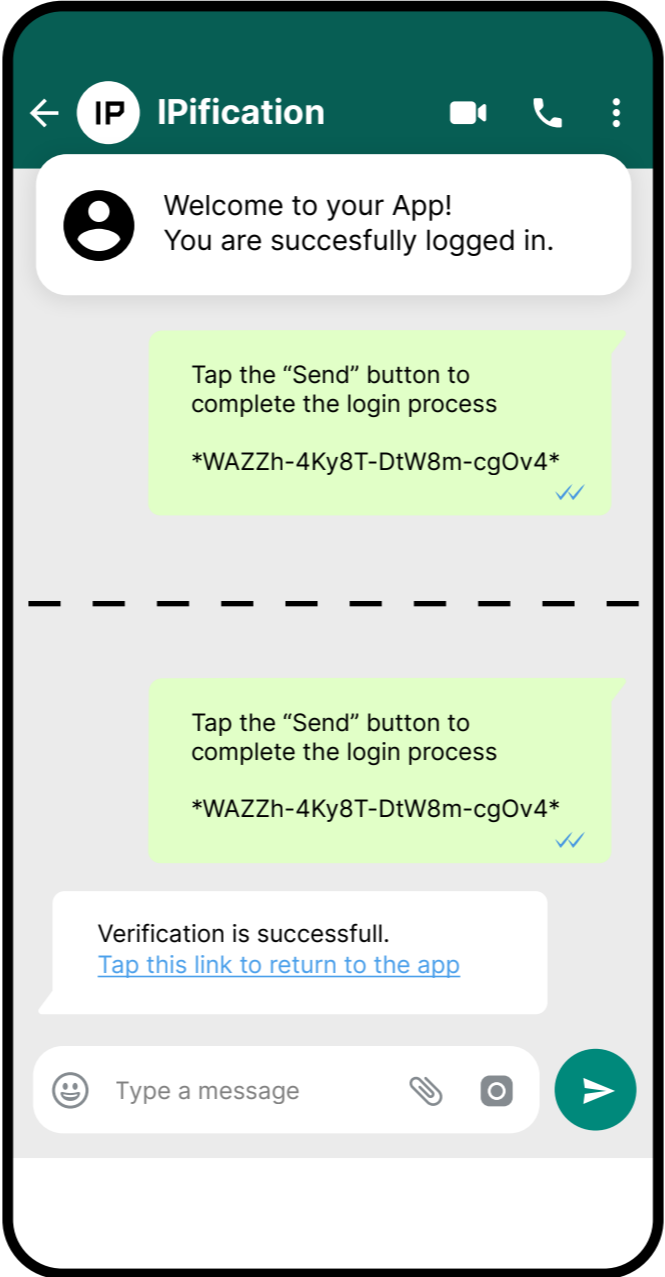
**B** ★★★★★ August 15, 2020  
Login error. The phone number and the number on the card do not match, I guess due to the wrong number entered during registration...

# **The Solution**

# IM-based Authentication & Phone Verification

Offered over the most popular Instant Messaging apps globally, with two options available:

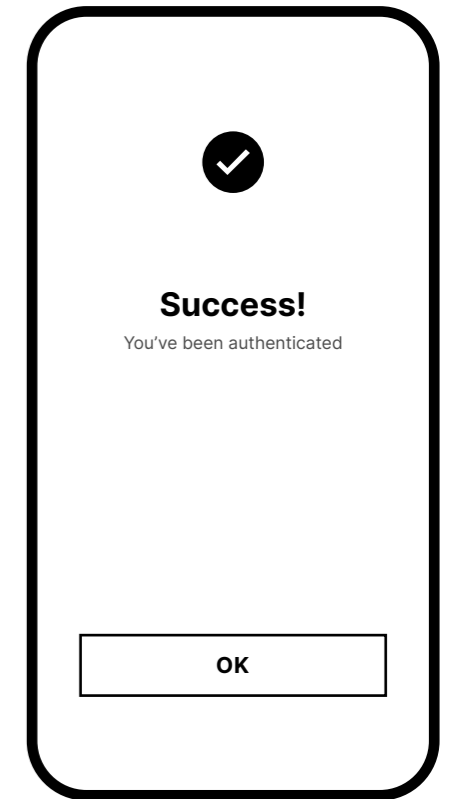
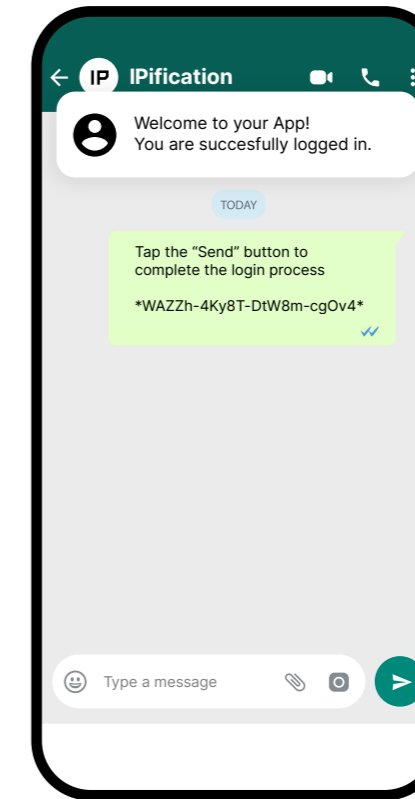
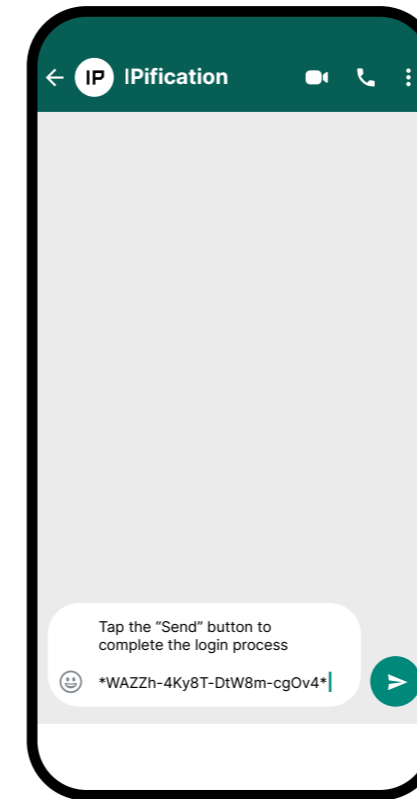
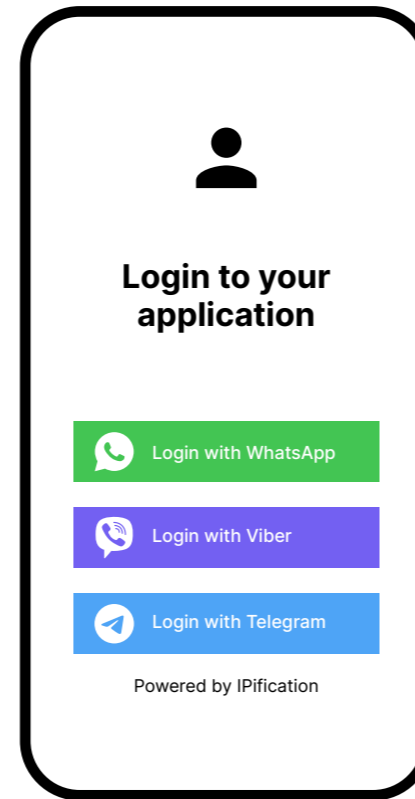
1-Click User initiated  
**without reply**



1-Click User initiated  
**with reply**

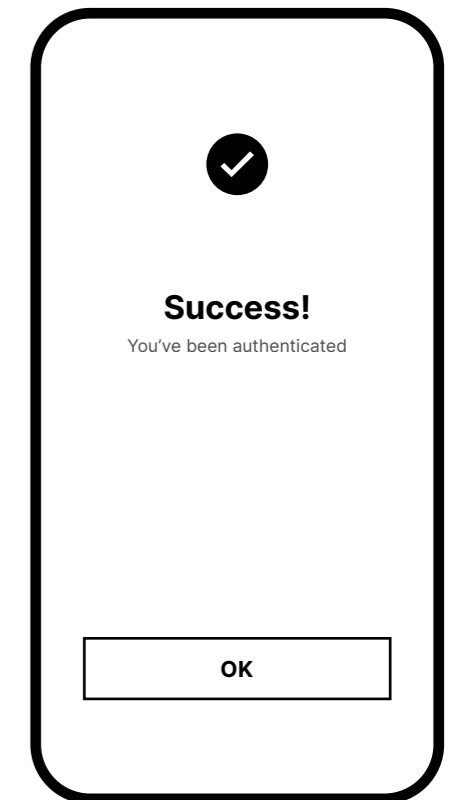
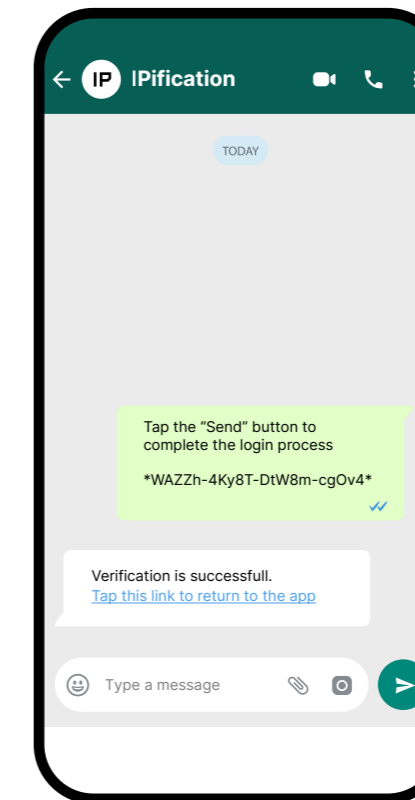
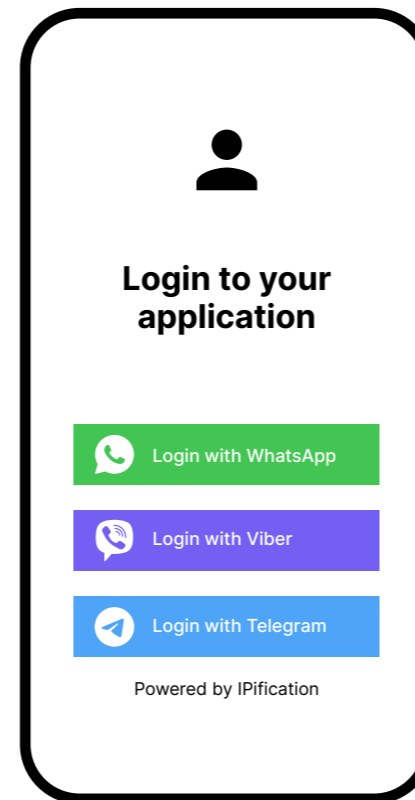
## Without reply

1. Message is pre-populated in the IM and user clicks send
2. Client is initiating push notification to inform the user about the result and facilitate user's redirection to the client app. Alternatively user can manually go back to the client app as an already verified user

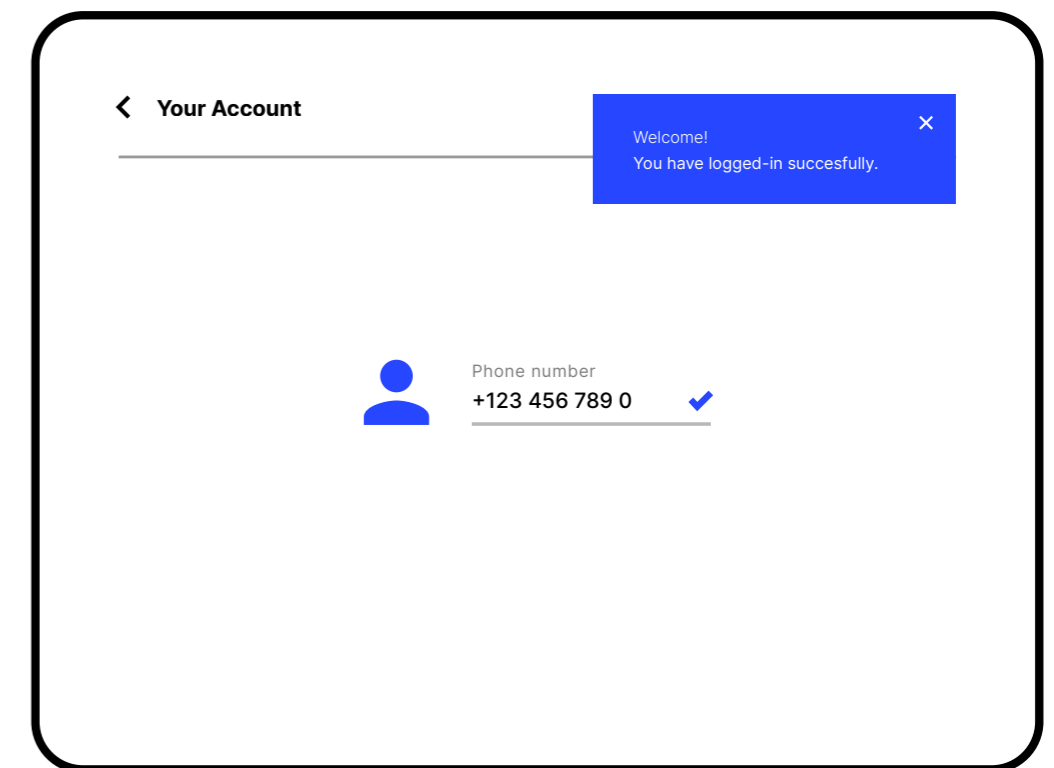
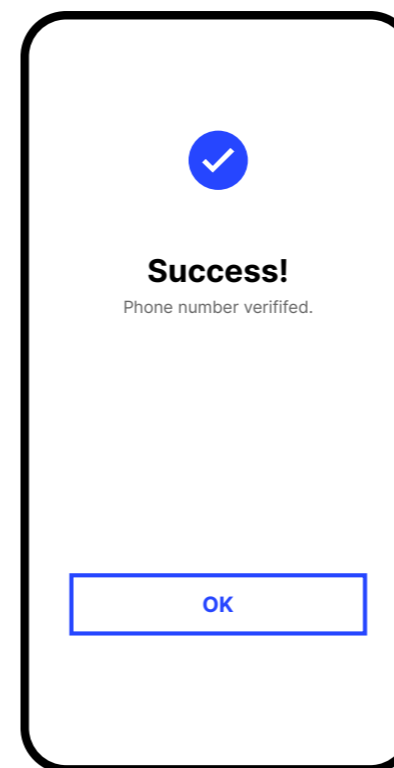
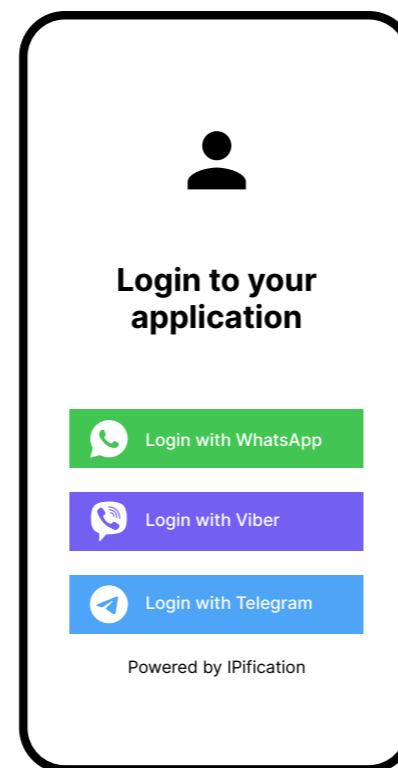
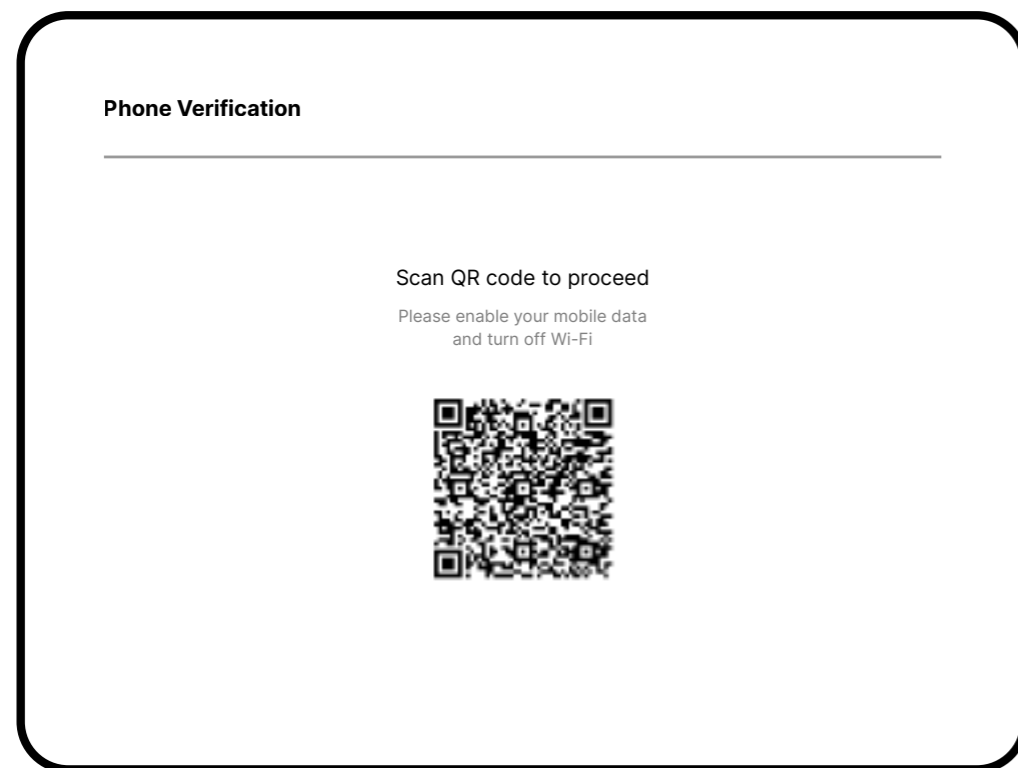


## With reply

1. Message is pre-populated in the IM and user clicks send
2. Confirmation reply is sent back to the user with the redirect link
3. Subsequent messages from Business to Users are enabled within same price point during the next 24 hours



# Desktop/tablet flows are supported via QR code

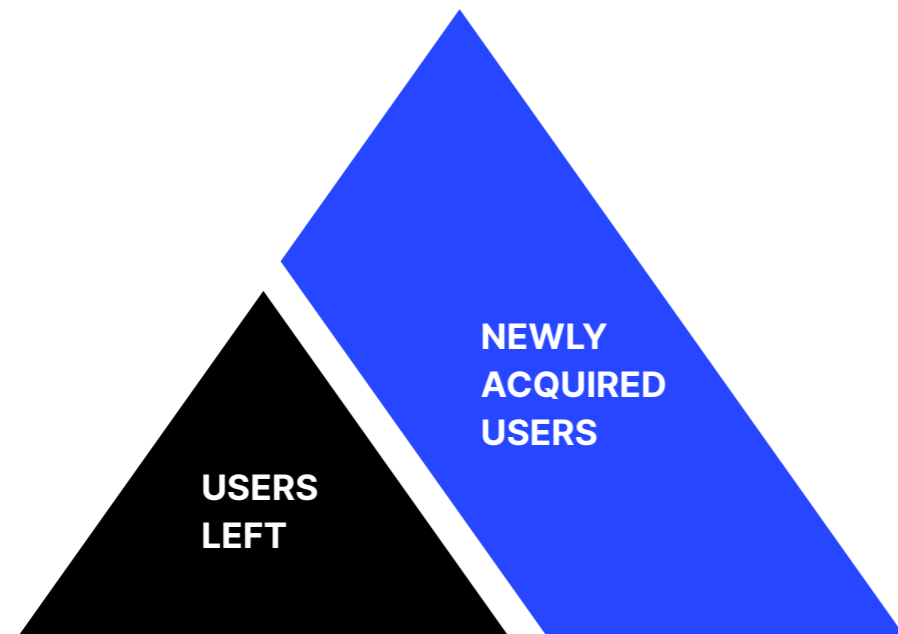




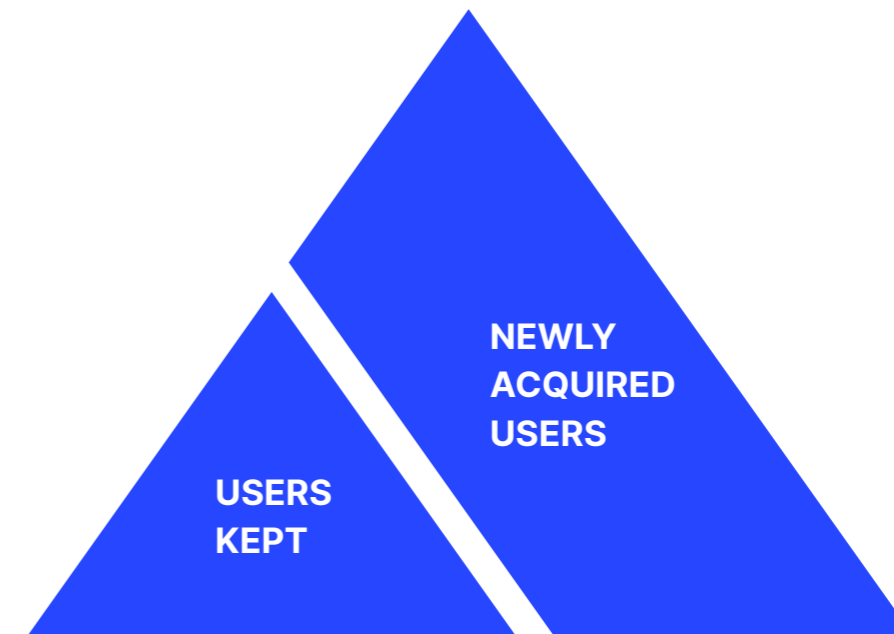
# Benefits

# Stop revenue & customers loss

A cumbersome verification process can prevent significant revenue inflows for service providers across industries



Today's churn rate at the authentication step is reaching 40%



Save up to 40% of customer acquisition costs with IPification's 1-click Auth

**Global coverage: Supported in over 150 markets, covering 3.3B users**

● IPification, WhatsApp, Viber & Telegram



# Amazing UX, stronger security, high verification success rate and lower cost

## User Initiated IM Auth cost compared to SMS OTP:

IM Auth With reply is ~30% cheaper, while Without reply it is ~90% cheaper

	<b>UX (speed)</b>	<b>Security</b>	<b>Success rate</b>	<b>Pricing</b>
<b>SMS OTP</b>	20s - Slow	Weak	>90%	High
<b>IM Auth</b>	06s - Moderate	Moderate	>95%	Low

# About us

# Awards, recognitions and the team

ITU Digital World 2021  
SME Award for Connectivity

JUMPSTARTER 2021, Alibaba  
Best Fintech Solution

European Enterprise Awards 2021  
Most Innovative Mobile Authentication

FinTech Awards 2020  
Outstanding Mobile Authentication Solution

Security Excellence Awards 2020  
Winner of the Mobile Security Award

WSA 2020  
Winner in Business & Commerce innovation category

Elevator Lab Challenge 2020, Raiffeisen Bank  
Best FinTech Solution regional winner

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



**Harry Cheung**, Founder & President

Serial entrepreneur with more than 20 years of experience in cybersecurity and data protection, Top 10 Business Entrepreneurs in China.



**Stefan Kostic**, Chief Executive Officer

11 years of experience in the FinTech & Telecom industries, ex C-level in Carrier Billing industry, Best Global Direct Carrier Billing (DCB) Aggregator in 2017 Award and Tier 1 DCB vendor.



**Aleksandar Brankovic**, Chief Technology Officer

ICT professional with more than 15 years of extensive experience in anything technology-related.



**Edward Sit**, Chief Financial Officer

Edward has 17+ years of experience with renowned institutions such as HKEX, BNP Paribas, Standard Chartered, ABN AMRO Bank NV.



**Alexandra Kalinina**, Chief Marketing Officer

Alexandra has a truly international background. Expert in entrepreneurship, driving brand awareness and global revenue. Leading the marketing division of IPification.



**Peter Luk**, Chief Information Officer

Peter is a seasoned IT professional. In his long career, he has successfully built extensive networks and partnerships with tech giants worldwide including Google, Facebook, Oracle, SAP, Microsoft, IBM and more.