

# StartUp Awards

2022 Winner

---

Digital Startup

#SUA #startupstars

**IDENFO**  
a force for  
good

## Digital Onboarding+ KYC/ AML Services

### Intro Deck



October  
2022

# Who Are We?



## Background

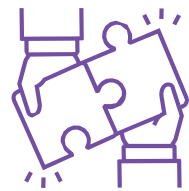
2019  
Year  
founded

London  
Place of  
incorporation

Our Team  
Global experience in banking  
and fintech



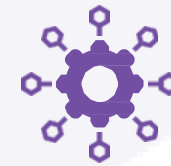
## Offerings



Management  
Consultancy



Product  
Innovation and  
Development



Specialised  
Systems



End to end  
Compliance and  
Regulatory Advisory



## Locations and subsidiaries

London

Dubai

Karachi

Qatar (Eltizam)

# StartUp Awards

London &  
the East of England

## 2022 WINNER

### Digital StartUp

#SUA #startupstars

IDENFO



**Antony Bellingall, Naseer Hasan,  
Ray Sherry & Raza Abidi**

Idenfo



# Our Clients

IDENFO



# Our Team



**Naseer Hasan**

Chief Executive Officer

Retail Business veteran, with strong experience in building expert teams. Strong global networks across regions such as EU, UK and Pakistan



Barclay's. Standard Chartered, Citibank, Fintech



UK, Pakistan, UAE, Belgium, Singapore



**Raza Abidi**

Co-

founder

Seasoned Risk professional, with extensive experience in management, consultancy and banking across multiple regions



Citibank, Standard Chartered, Fintech



UK, Pakistan, UAE



**Antony Bellingall**

Co-founder

Financial Crime Expert with regulatory expertise and experience in working with multicultural teams



Standard Chartered, Nice Actimize, Aviva, Fintech



UK, Singapore, Japan



**Ray Sherry**

Chief Technology Officer

Technology Leader with extensive experience in growing teams from small-sized to upwards of 500 across the UK, Pakistan and Middle East



Barclay's. Traydstream, Fintech



UK, Middle East



**Duncan Edwards**

Senior Advisor

Senior banker and consultant with wealth of practical and academic experience at Senior Management levels across financial services organisations in Europe and Asia



Standard Chartered, Ernst & Young, Fintech



Singapore, UK



**Faisal Abbasi**

Chief Customer Officer (PK)

Business expert with over 25 years of experience including leading an insurance company, building teams for business units, and offering consultancy services to several organisations



TPL, Jubilee Life



Insurance  
Pakistan

# Business Verticals

1

## ID & V On-boarding, AML & KYC systems

Powered by technology

- End to end ID& V/ AML platform with digital on-boarding
- Out-of-the-box and fully configurable ; easily integrates with any platform
- Powerful video facial recognition technology and sophisticated risk rating engine
- “Pay-as-you-go” SaaS solution

2

## Digital and data

Data-driven at the core

- Holistic name-screening and sanction lists, refreshed regularly
- Library of PEP lists built by region and powered by natural language processing (NLP)
- Fully integrated with Dow Jones and World Check data sets
- AI and ML powered back-end system

3

## Advisory and assurance

Embedded expertise

We provide advisory and assurance reviews over:

- AML / KYC
- Digital transformation and controls
- Conduct, ethics, and TCF
- Product strategy, launch and maintenance
- Operational risk
- Processes and controls
- Governance

4

## Compliance Managed Services & Center of Excellence (CoE)

Resource augmentation

We can help with:

- Cost Reduction
- Enhanced Customer Experience
- Improved Risk Management and Financial Crime Compliance
- On shore solution with skilled resources
- Scalability and improved quality

# Offering

## IDENFO



Flexible 'Pay-as-you-go' Model



One-window solution for onboarding, end-to-end AML and KYC checks



Alert management and configuration capability with built-in MI reports



Screening from NACTA, UN, OFAC and client can use their private lists



Regulatory compliant with SECP and FATF requirements

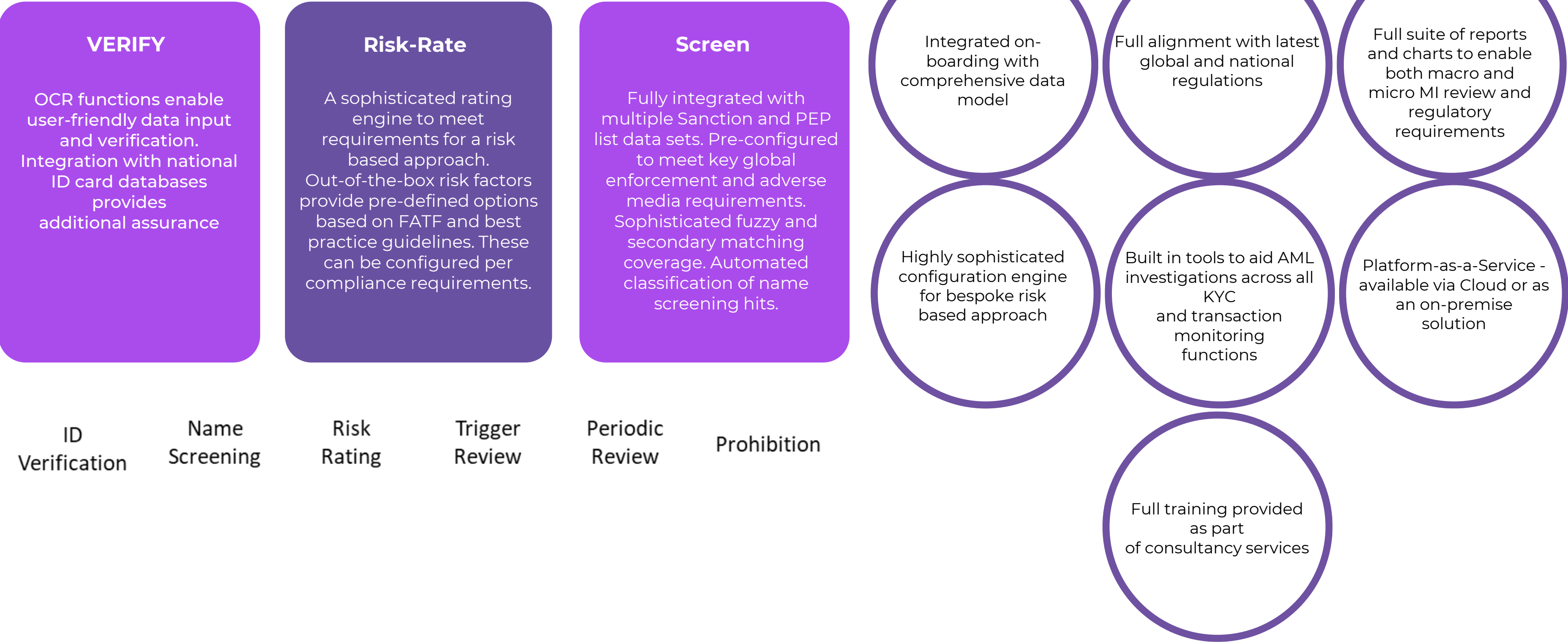


Reduced operational and compliance costs



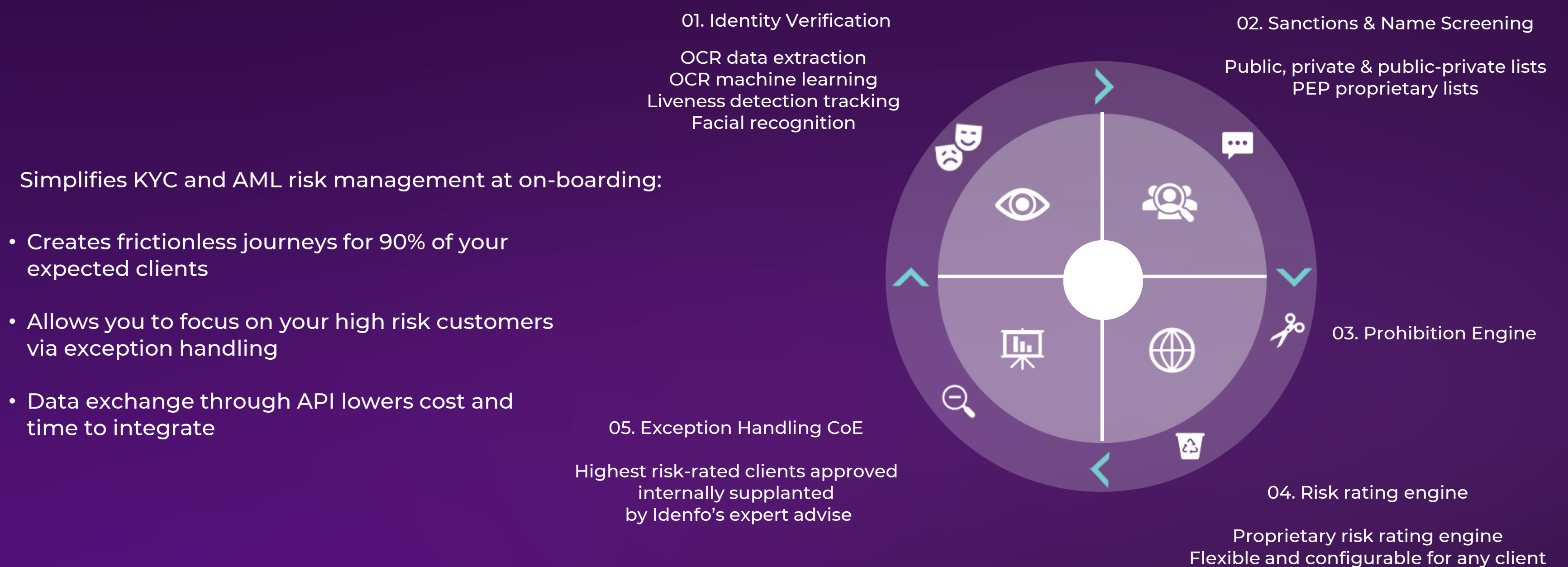
# Idenfo AML and Digital Onboarding in detail

Idenfo is an out-of-the box modular and configurable solution.



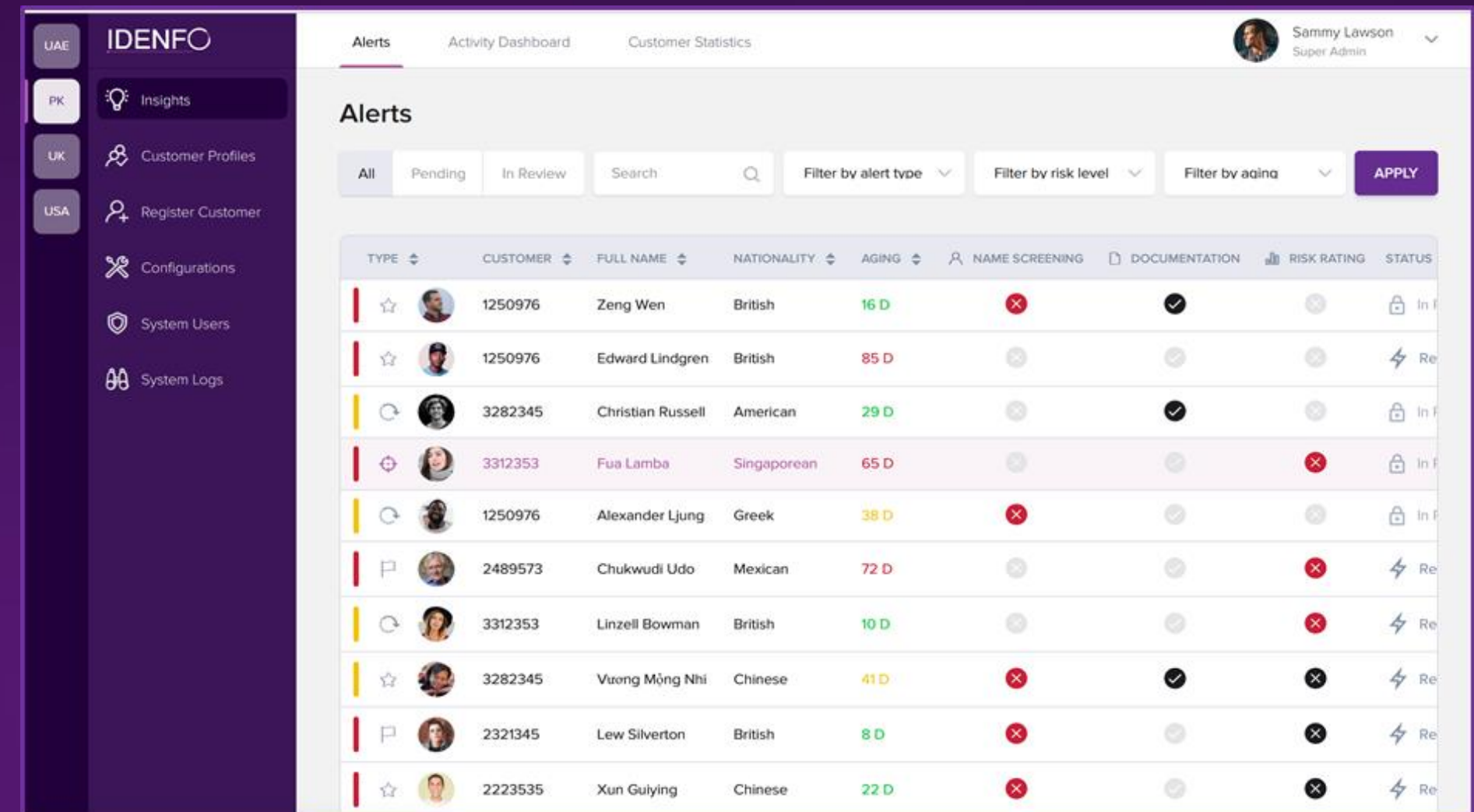


# How the onboarding platform manages NEW clients



# Overview of the Idenfo Solution

- The Idenfo platform provides a smooth client experience while providing a best in class solution across all AML requirements including name screening, document verification, risk rating and transaction monitoring
- It creates frictionless journeys for your clients while allowing you to focus attention on high risk customers via exception handling
- Our extensive use of API and micro service architecture means we have a low cost, scalable implementation, reducing both cost and complexity
- Within our solution a large set of defaults for risk scoring and evaluation have been created based on FATF and international best practice. These can be used “as is” or tweaked according to your specific needs.

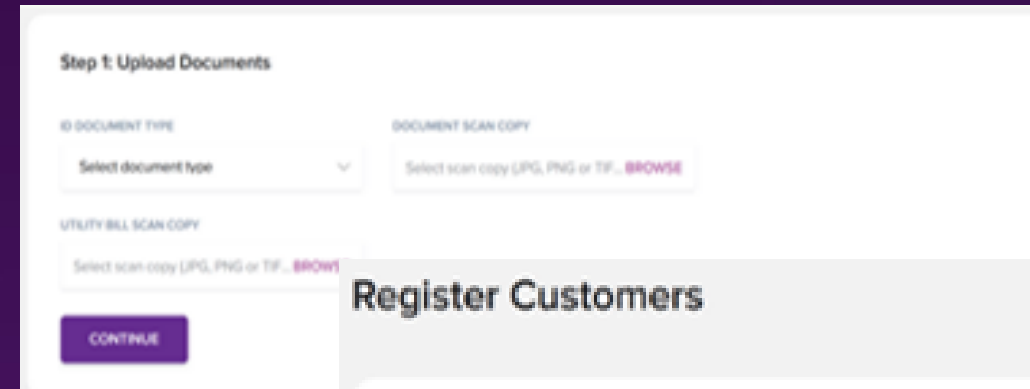


The screenshot displays the Idenfo platform interface. On the left is a dark sidebar with the 'IDENFO' logo and navigation links for UAE, PK, UK, and USA. The main content area is titled 'Alerts' and includes a search bar and filters for alert type, risk level, and aging. Below this is a table with 10 columns: TYPE, CUSTOMER, FULL NAME, NATIONALITY, AGING, NAME SCREENING, DOCUMENTATION, RISK RATING, and STATUS. The table lists 10 customer records with various risk ratings and screening statuses.

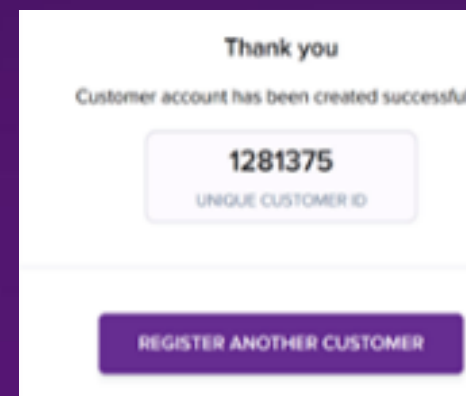
TYPE	CUSTOMER	FULL NAME	NATIONALITY	AGING	NAME SCREENING	DOCUMENTATION	RISK RATING	STATUS
☆	1250976	Zeng Wen	British	16 D	×	✓	⊗	In F
☆	1250976	Edward Lindgren	British	85 D	×	✓	⊗	Re
🔄	3282345	Christian Russell	American	29 D	×	✓	⊗	In F
⊕	3312353	Fua Lamba	Singaporean	65 D	×	⊗	×	In F
🔄	1250976	Alexander Ljung	Greek	38 D	×	✓	⊗	In F
🚫	2489573	Chukwudi Udo	Mexican	72 D	×	✓	×	Re
🔄	3312353	Linzell Bowman	British	10 D	×	⊗	×	Re
☆	3282345	Vương Mộng Nhi	Chinese	41 D	×	✓	⊗	Re
🚫	2321345	Lew Silverton	British	8 D	×	⊗	⊗	Re
☆	2223535	Xun Guiying	Chinese	22 D	×	✓	⊗	Re

# Customer Registration

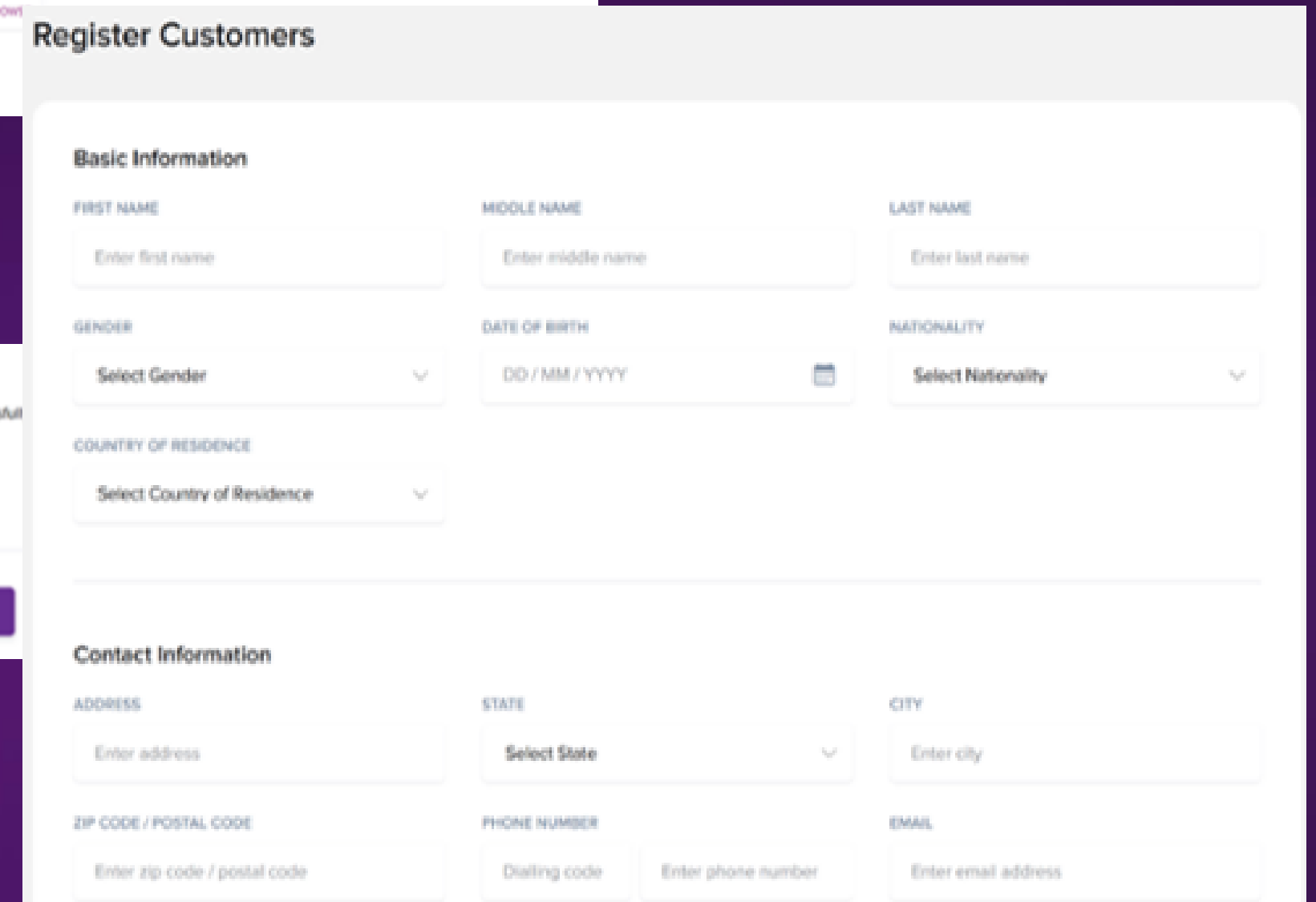
- The platform has a built in, customisable on-boarding form which covers all the key data points required to perform full document verification, name screening and risk rating analysis.
- For customer's who already have their own forms, simple API integration enables the pulling of data into the Idenfo engine for our analysis to be performed.



This screenshot shows the first step of the registration process, titled "Step 1: Upload Documents". It contains two main sections for document uploads. The first section, "ID DOCUMENT TYPE", has a dropdown menu labeled "Select document type". The second section, "DOCUMENT SCAN COPY", has a text input field labeled "Select scan copy (JPG, PNG or TIF...)" and a "BROWSE" button. Below these, there is a third section for "UTILITY BILL SCAN COPY" with a similar text input and "BROWSE" button. A purple "CONTINUE" button is located at the bottom of the form.



This screenshot shows the "Thank you" confirmation screen after successful registration. It displays the message "Customer account has been created successfully". Below this, a purple box contains the unique customer ID "1281375". At the bottom, there is a purple button labeled "REGISTER ANOTHER CUSTOMER".



This screenshot shows the "Register Customers" form, which is divided into two main sections: "Basic Information" and "Contact Information". The "Basic Information" section includes fields for "FIRST NAME", "MIDDLE NAME", and "LAST NAME", each with a placeholder "Enter [first/middle/last] name". It also has dropdowns for "GENDER" (labeled "Select Gender") and "NATIONALITY" (labeled "Select Nationality"), a date picker for "DATE OF BIRTH" (labeled "DD / MM / YYYY"), and a dropdown for "COUNTRY OF RESIDENCE" (labeled "Select Country of Residence"). The "Contact Information" section includes an "ADDRESS" field (placeholder "Enter address"), a "STATE" dropdown (labeled "Select State"), a "CITY" field (placeholder "Enter city"), a "ZIP CODE / POSTAL CODE" field (placeholder "Enter zip code / postal code"), a "PHONE NUMBER" section with a "Dialling code" dropdown and an "Enter phone number" field, and an "EMAIL" field (placeholder "Enter email address").

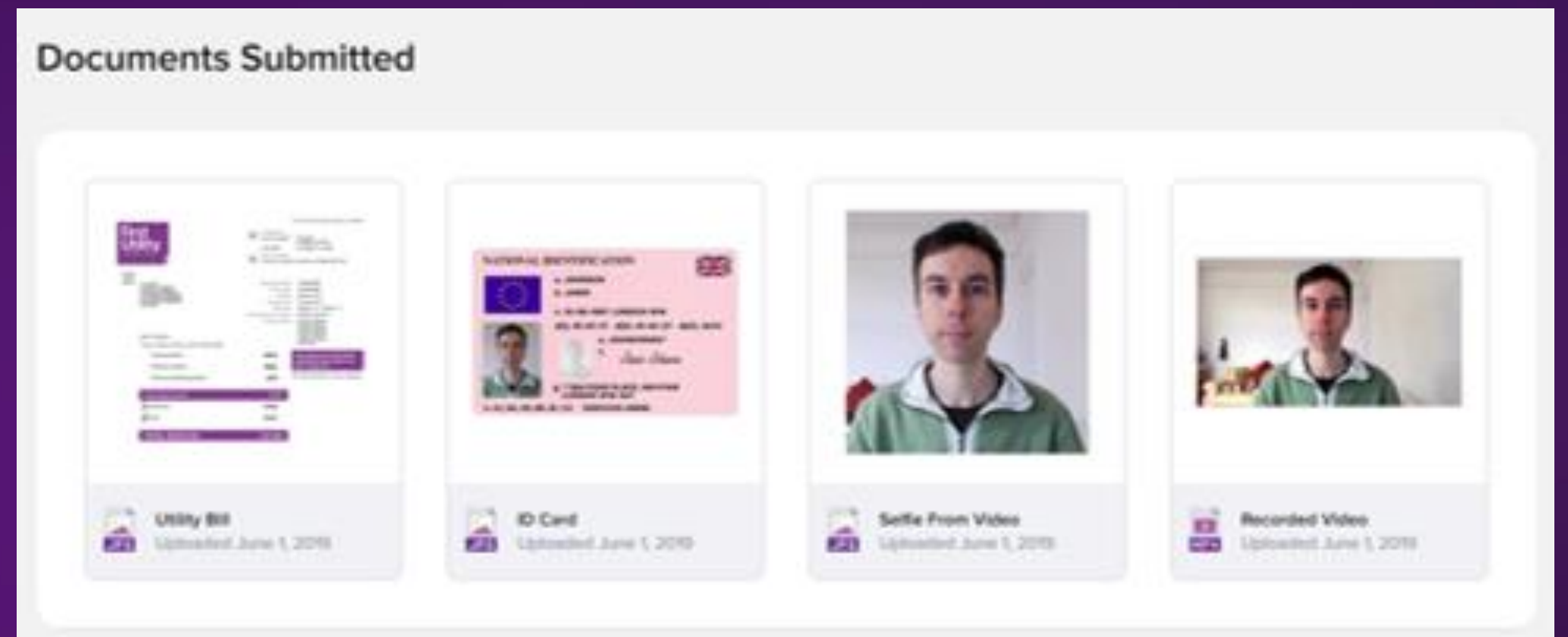
# Alert Management and Document Verification

## Alert Management

Idenfo provides full automation of AML / CTF monitoring with added risk assessment and scoring of customers. Where a potential transgression is found (for example a name screening hit or documents not matching), an alert is created by the system. A filterable and sortable alert landing page provides an at a glance view of all outstanding alerts categorised by type – document verification, name screening, risk rating and transaction monitoring

## Document Verification

This module can first improve customer experience by utilising OCR technology to pull data directly off ID cards or passports. Machine learning underpins this technology to weed out fake cards which don't conform to national specifications. On-boarding system processes in-office processing enabling quick onboarding with complete checks.



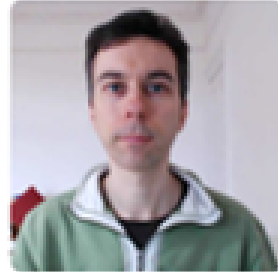


# Name Screening

- Idenfo integrates with global Sanction and PEP name screening lists, providing strong local, regional and global coverage.
- Additional “black lists” from the client as well as national specific lists can also be uploaded into the Idenfo system
- We offer full configuration of these lists to ensure that you only need to screen what you need to screen according to defined criteria.
- We further offer our own fuzzy and secondary logic screening which can be further tuned and optimised by your compliance team.

## Name Screening

[Go back](#)[Cancel Review Process](#)[KYC STATUS REVIEW](#)[CREATE MANUAL ALERT](#)



### Customer Information

Idenfo ID:	210345	Bank Customer ID:	N/A
First Name:	Henk	Middle Name:	John
Last Name:	Fortuin	Gender:	Male
Date of Birth:	June 24, 1984	Country of Residence:	United Kingdom
Nationality:	American	Record Last Updated:	June 19, 2019

### Name Screening Hit Details

FULL NAME	COUNTRY	ASSOCIATES	SANCTION	PEP	ENFORCEMENT	CLIENT BLACK LIST	HIT DETERMINATION
Henk Fortuin	United Kingdom	N/A	✗	✓	✓	✓	✓ Not Hit
Henk John Fortuin	United Kingdom	Robert W & 2 more	✗	✗	✓	✓	✗ Hit
Henk John Fortuin	United Kingdom	N/A	⚙	⚙	⚙	⚙	⚙ Pending

# Risk Rating Module

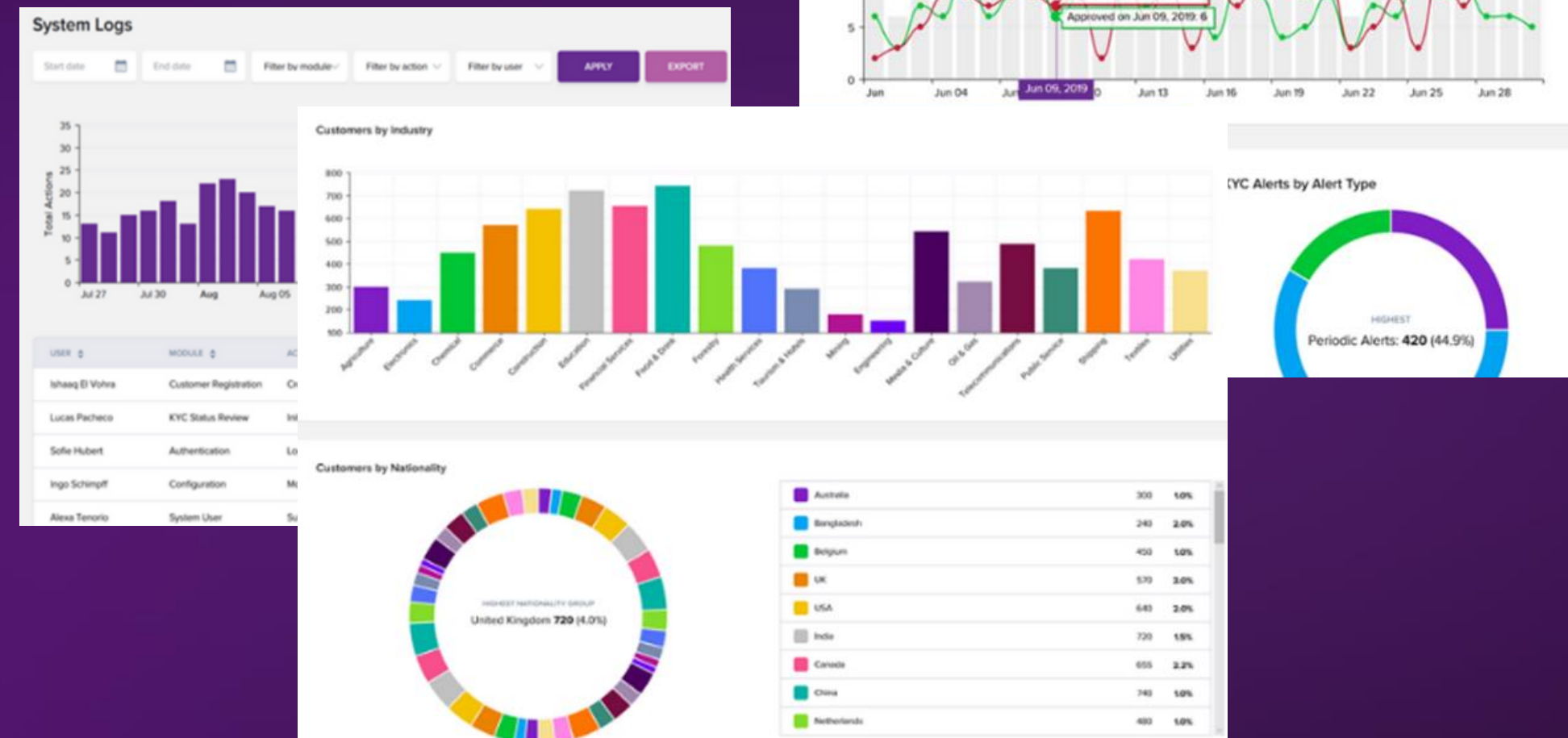
- While often missed by our competitors, Idenfo offers a risk based approach running through the heart of our engine to fulfil key requirements by FATF as well as national regulations.
- A wide set of configurable risk factors as well as flexible scoring hand control to your compliance team backed up by Idenfo's best practice defaults which can be maintained or updated as desired.
- Overrides of risk, both automated and manual exist to add further configurability to risk based on factors such as non-residence, existence of sanction country indicia and name screening hit type.

RISK FACTOR ↕	SCORE ↕	RISK LEVEL ↕
Address in High Risk Country	7.5	↔ Medium Risk
Nationality	5	↔ Medium Risk
Work Status	5	↔ Medium Risk
Length of Relationship	5	↑ High Risk
Channel Type	5	↑ High Risk
Product	10	↑ High Risk
PEP Hit	15	↑ High Risk

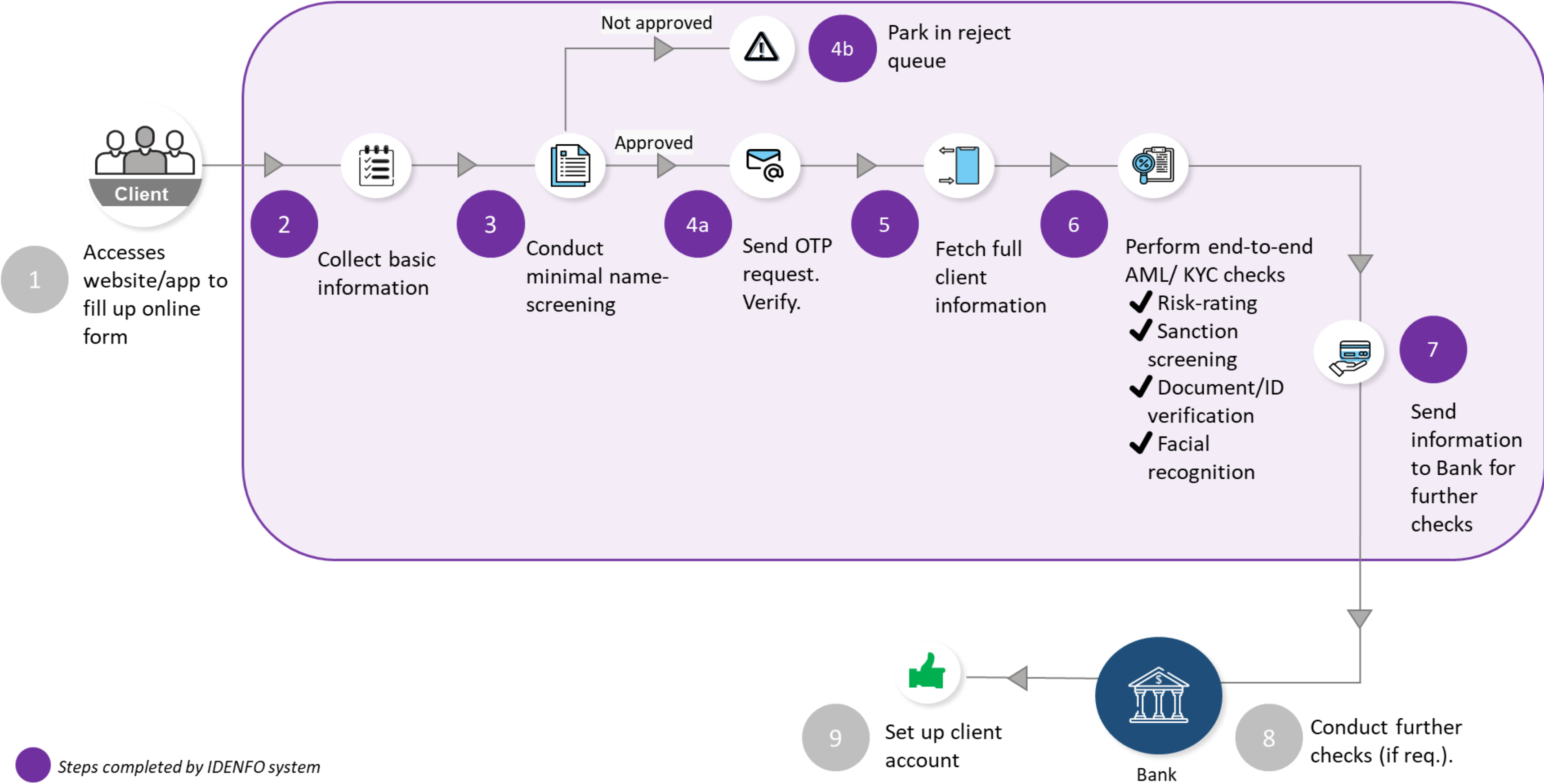
# Post Implementation Tools

## Reporting and Dashboards

- On top of these functions, the platform comes with a full alert investigation workflow – including a configurable maker, checker and approver process.
- Audit logs, a user-friendly activity timeline, useful MI, exportable reports and a system user setup function all exist within the system.



# Client Onboarding Solution





Our AML System covers all Compliance requirements (KYC, name screening, identity verification) holistically. We have not just cherry picked a few simple requirements – Idenfo is designed to provide compliance support throughout the customer lifecycle. Moreover, it uses machine learning and artificial learning for continuous improvement while ensuring that core global and national requirements are adhered to. Thanks to our API technology, integration is easy and affordable, and IT maintenance is simpler.

**Idenfo provides a User-friendly, Technologically Advanced and Affordable solution to solve key customer onboarding problems that the digital world is facing.**

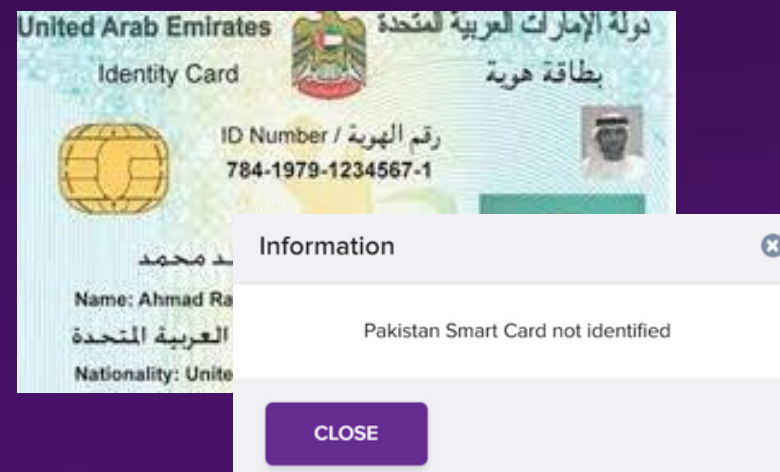


our **features** —

# Anti-forgery measures

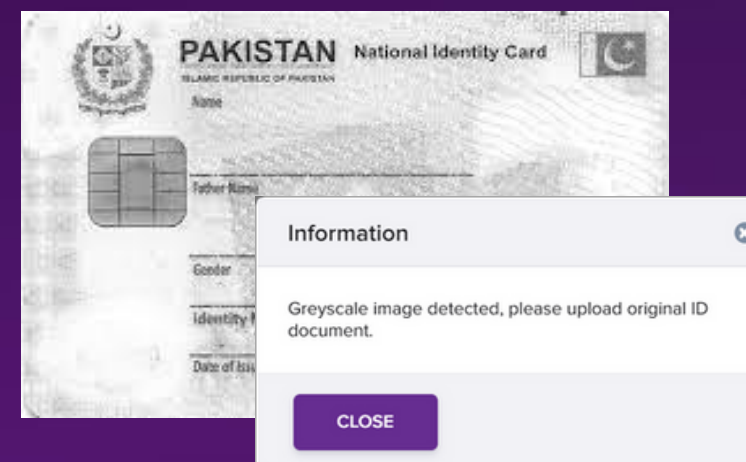
Our **proprietary AI algorithms** which uses deep neural networks can help prevent identity fraud by highlighting the following:

## ID card validation



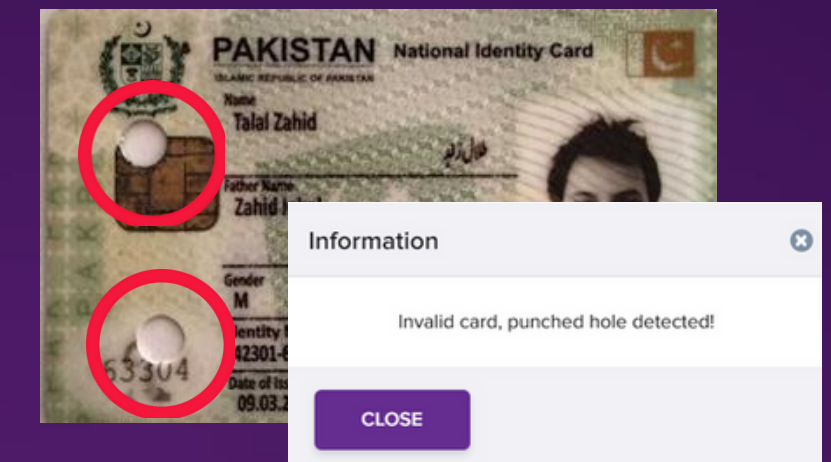
Checks if the ID card is the required type. For e.g. only Pakistan's smart CNIC will be accepted, other versions won't work.

## Photocopy Detection



Checks if the ID card is in black and white and rejects it if it is

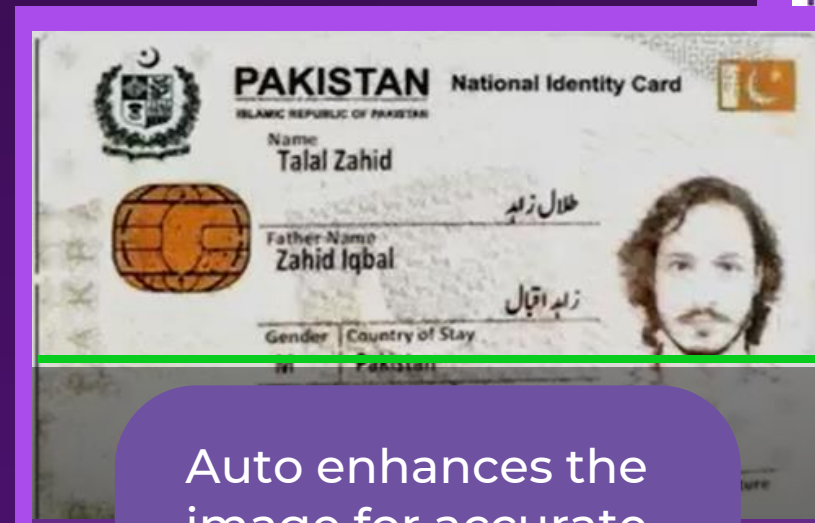
## Hole Punch Detection



Checks if a hole is punched in the ID card, which indicates that the card is expired

# Optical Character Recognition

Optical Character Recognition (OCR) helps us recognise text inside images, photos and scanned documents. This technology is used to convert almost any image that has text into machine-readable text. This is how our platform extract information from a document and runs it against name screening databases and watchlists to verify individuals seamlessly and instantly.



Auto enhances the image for accurate results.

**IDENFO**  
*direct*

UPLOAD DOCUMENTS ☒ RECORD VIDEO ☒ SETUP PROFILE ☐

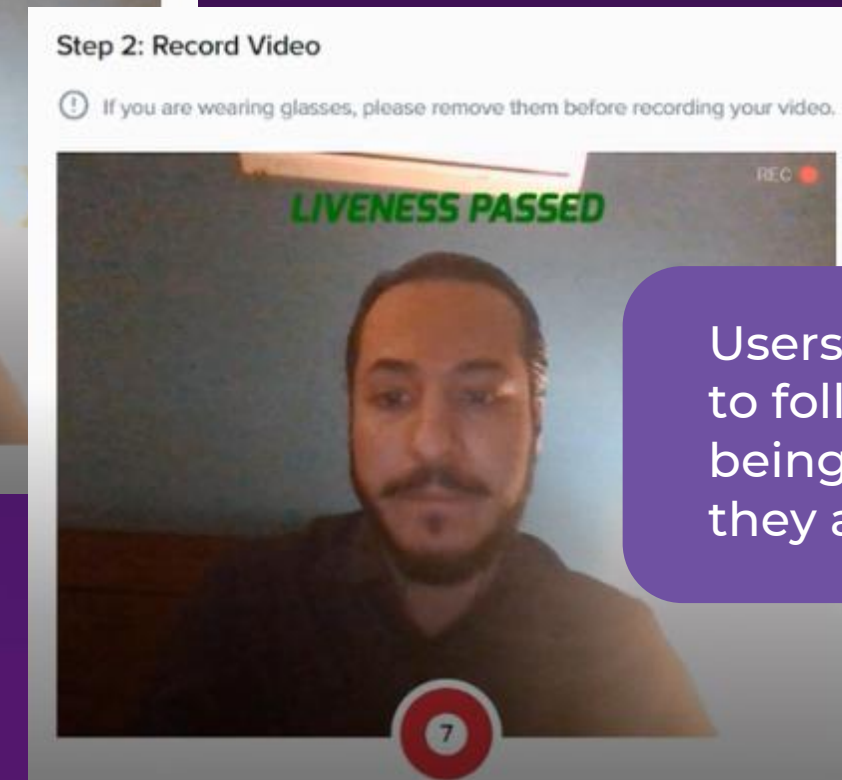
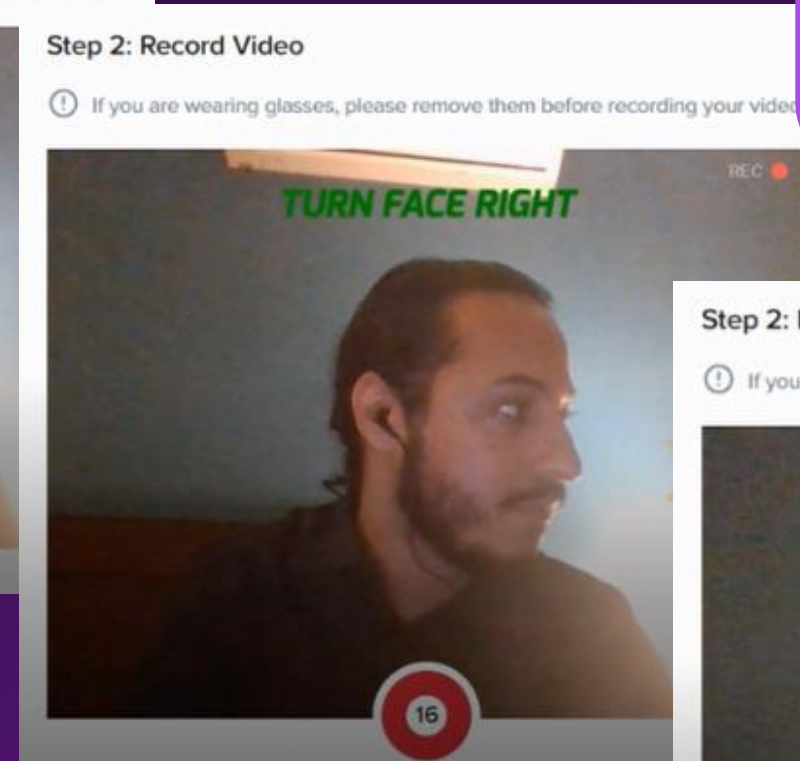
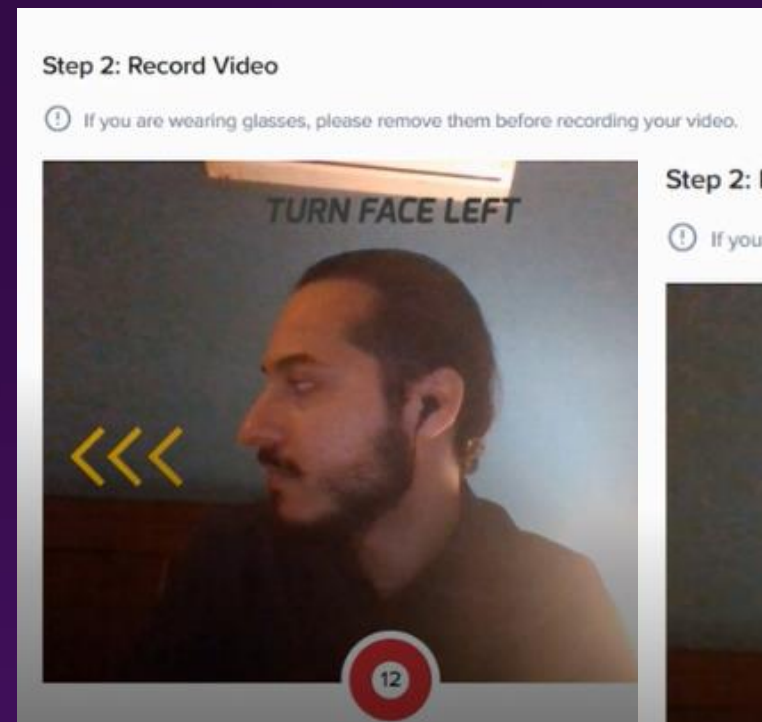
FULL NAME *	FATHER/HUSBAND NAME	EMAIL *
<input type="text" value="Talal Zahid"/>	<input type="text" value="Zahid Iqbal"/>	<input type="text" value="talal.zahid@idenfo.com"/>
CONFIRM EMAIL *	GENDER *	DATE OF BIRTH *
<input type="text" value="talal.zahid@idenfo.com"/>	<input type="text" value="Male"/>	<input type="text" value="06-28-1990"/>
ISSUE DATE	NATIONALITY *	ID DOCUMENT NUMBER *
<input type="text" value="03-03-2020"/>	<input type="text" value="Pakistan"/>	<input type="text" value=""/>
DO YOU HAVE AN ID EXPIRY DATE? *	EXPIRY DATE *	
<input type="radio"/> Yes <input type="radio"/> No	<input type="text" value="09-09-2030"/>	

Automatically reads text on documents uploaded

Multi language support

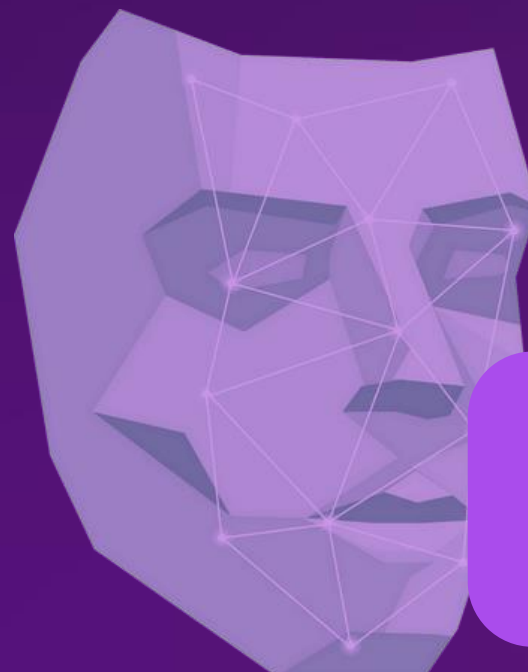


# Liveness Check



In-house liveness technology which easily detects spoofing attempts while authenticating real users in seconds

Users are given instructions to follow while the video is being recorded to ensure they are really present live



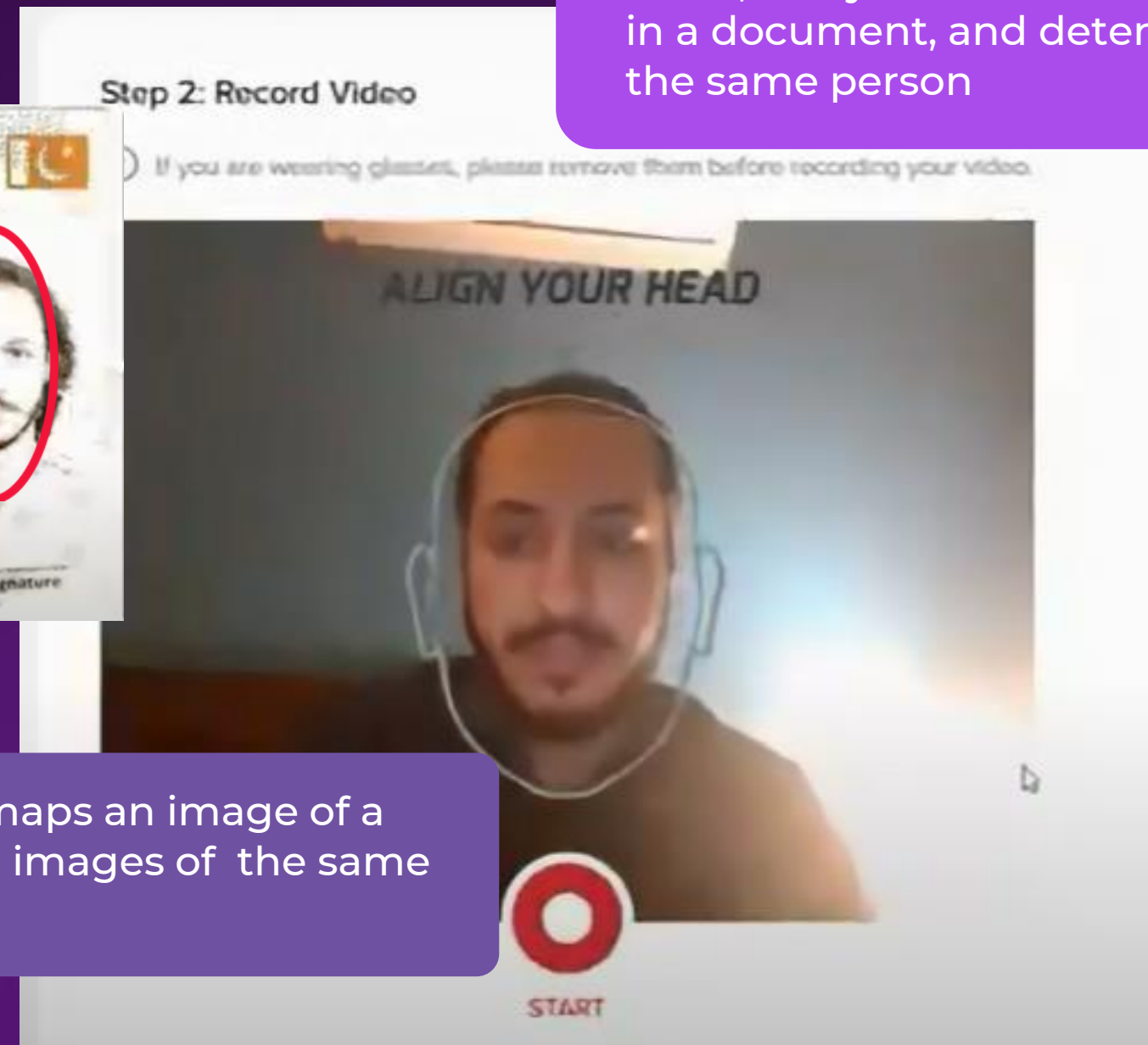
The system ensures that users are physically present by creating a 3D Face-Map



# Facial Comparison

Facial comparison software works by identifying and measuring facial features of an individual against their facial features in an image.

Facial recognition can identify human faces from a video, analyse whether or not it matches an image in a document, and determine whether the two are the same person



Idenfo's state-of-the-art facial comparison software maps an image of a human face to a 128 dimensional vector space where images of the same person are used

# IDENFO

---

For more information visit us on [idenfo.com](http://idenfo.com) or  
contact us through [info@idenfo.com](mailto:info@idenfo.com)