



ENTRUST



Identity Proofing - Entrust Identity

Accelerate customer acquisition and onboarding

HIGHLIGHTS

Frictionless, secure, compliant

Banking is being disrupted by mobile-only neobanks and challenger banks. While the race is on to sign up customers, up to 70 percent of new account applications are abandoned before completion due to too much friction in the acquisition and onboarding process (Aite Group, 2019). At the same time, banks need to manage their fraud risk and remain KYC- and AML-compliant.

Identity Proofing from Entrust supports fully digital account opening, eliminating the need for in-person identity verification, except when AML3 compliance is required. Your customers sidestep the branch lineup and can take advantage of digital self-service features to easily and securely verify their identity when it's convenient for them.

KEY FEATURES & BENEFITS

Fast, accurate, fully digital

- Secure self-service identity verification using mobile phone
- Real-time document verification: Direct read access to digital library of 6000+ government identification document types, including passports, visas, and driver's licenses
- Reduced friction for accelerated onboarding and minimized abandoned account applications

- Reduce fraud risk with a multi-layered approach to authentication establishing trust in the device first, and then the user
- Facilitate KYC and AML compliance
- Mobile SDK makes it easy to embed Identity Proofing into your own apps
- Leverages Entrust's 25+ years of digital identity expertise

« **Application abandonment rates are still between 31 and 70 percent, depending on the product a consumer is applying for, an FI's risk tolerance, the technology it uses, and the process the FI uses to follow up on incomplete applications.** »

Tiffani Montez, senior analyst, Aite Group
(Report: Account Opening: Run It Like You Own It, June 2019)

LEARN MORE AT [ENTRUST.COM/IDENTITY-PROOFING](https://www.entrust.com/identity-proofing)



Entrust Identity Proofing

Typical banking use cases for Identity Proofing

- Account opening
- Customer onboarding
- Employee onboarding
- Online and mobile banking
- Loyalty program registration
- Loan origination
- Age verification
- Authentication to identify fraudulent IDs
- Card- and person-not-present transactions
- Security checks and watchlists

HOW IT WORKS



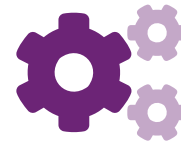
Secure

All data is encrypted and no PII is stored on devices or in the cloud.



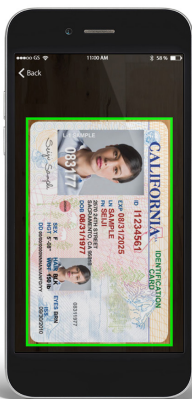
Multi-Platform

Mobile/Web/Cloud solutions for any device and operating system.

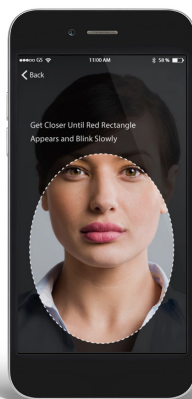


Easily Integrated

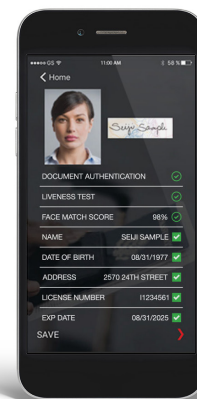
Deploys as partial or whole solution in any environment. Reads IDs from every country.



1. Customer downloads banking app.



2. Customer captures and uploads high-resolution image of ID document & headshot.



3. App authenticates document and customer identity.



Learn more at [entrust.com](https://www.entrust.com)



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