

IPification - Passwordless, One-Click Mobile Authentication Partners with Metfone in Cambodia

(25 January 2021 - HONG KONG) IPification passwordless, one-click mobile authentication solution has deployed its advanced mobile user authentication, phone verification, and SIM swap solutions within Metfone, one of the leading mobile network operators in Cambodia. After the partnership with Smart Axiata earlier this year, IPification is now available to 98% of the Cambodian market.

Metfone has integrated the IPification GMiD-BOX technology that enables Mobile Network Operators to unlock a variety of authentication and fraud prevention services to any mobile app developer in a variety of industries from fintech, banking, ride-hailing, gaming, taxi and delivery, entertainment, streaming, OTT, etc.

By opting for IPification, service providers significantly improve the registration flow and the login experience to gain higher user adoption, retention, and engagement while simultaneously providing the users with top-notch mobile security services.

“I am proud to announce that Metfone, the leading mobile operator in Cambodia has just deployed IPification patented technology within their mobile network. We are looking forward to seeing the results that banks, online retailers, video and music streaming apps, and other service providers with users in Cambodia achieve by enabling IPification mobile authentication,” said Stefan Kostic, IPification CEO.

“Cooperation with IPification brings a new way of performing mobile-based user authentication and fraud prevention for a variety of businesses. It will also help Metfone subscribers be more secure on their mobile phone whenever using IPification one-click login or 2FA (2 Factor Authentication) in their apps. Metfone is assured this cooperation in 2021 will speed up the digital transformation in Cambodia and development of the mobile app market.” said Mr. Bui Minh Binh, Vice General Director at Metfone.

Metfone boasts more than 10 million subscribers who can now register and log into services with a single tap, or while in the background thus enabling zero-tap verification.

IPification has been on the fast track this year, having deployed its proprietary mobile authentication, phone verification, and fraud prevention solution in more than 11 markets.

About IPification

IPification is building the backbone for mobile authentication of today and tomorrow. By verifying the device, SIM & phone number via IP address, IPification patented technology is enabling secure, passwordless, zero-tap compatible mobile user authentication, registration, transaction approval, and fraud prevention solutions for any mobile application. Readily

available across numerous countries and regions, IPification is trusted by some of the leading telco, technology, payment, and OTT companies including Microsoft, GBG, DataZoo, 3HongKong, Axiata Digital. As part of Benefit Vantage Limited, the leader in Asia for providing security and data backup solutions headquartered in Hong Kong, IPification has offices and representatives operating in the U.S., U.K., Serbia, Switzerland, Bosnia, Brazil, India, Vietnam, and Pakistan.

For more information, please visit www.ipification.com

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