

ENGLISH

Road Assistance App VOZZI Implements IPification One-Click Mobile Authentication and Phone Verification

(February 18, 2021 - HONG KONG) - The Road Assistance App VOZZI has just integrated the IPification one-click, passwordless mobile authentication, and phone verification solution, thus eliminating the need for SMS OTP verification. VOZZI is currently available in Serbia, North Macedonia, Montenegro, and Bosnia and Herzegovina, with plans to expand throughout Europe by the end of this year.

VOZZI enables its growing base of users to easily find and pay for road assistance services on their mobile phones. With IPification, they hope to streamline the registration and verification process for both their end-users and their road assistance partners.

IPification is a one-click, passwordless mobile authentication, user verification, and fraud prevention solution that helps improve the registration flow and login experience to gain higher user adoption, retention, and engagement while simultaneously providing users with top-notch mobile security.

“Apart from the bad user experience of SMS OTP, we also had low delivery and conversion rates, and this had to change in order to meet our goals,” said Vladimir Šijaković, VOZZI CEO. “IPification is just what we envision when we think frictionless user registration and verification, and implementing it was a necessary step to support our expansion plans this year. I am looking forward to seeing the results this cooperation brings!”

“It’s an absolute pleasure onboarding another innovative app with a growing user base into the world of IPification passwordless mobile authentication. VOZZI’s success shows first-hand how important it is to prioritize the user experience in the product development process. We are very excited to see VOZZI conquer new markets together with IPification,” added Stefan Kostić, IPification CEO.

IPification has been on the fast track since last year when its proprietary mobile authentication solution was deployed in more than 12 markets.

About IPification

IPification is building the backbone for mobile authentication of today and tomorrow via cutting edge technology.

MobileID is created from a unique SIM, device, and verified phone number parameters retrieved via IP address. This way, IPification's patented technology is enabling secure, passwordless, one-click mobile user authentication, phone verification, and fraud prevention solutions for any mobile application.

In partnership with mobile network operators, IPification is readily available across numerous countries and regions and 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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SRPSKI

Mobilna aplikacija za pomoć na putu VOZZI integriše IPification autentifikaciju i verifikaciju telefona jednim klikom

(18. februar 2021 - HONG KONG) - U aplikaciju za pomoć na putu VOZZI upravo je integrisano IPification rešenje za mobilnu autentifikaciju i verifikaciju telefona jednim klikom, bez lozinki, i bez unošenja SMS kodova. VOZZI aplikacija je trenutno dostupna u Srbiji, Severnoj Makedoniji, Crnoj Gori i Bosni i Hercegovini sa planovima za proširivanje tržišta širom Evrope do kraja ove godine.

VOZZI svojoj rastućoj bazi korisnika omogućava da na lak i brz način preko mobilnog telefona pronađu i plate usluge pomoći na putu. Uz IPification žele da uproste proces

registracije i verifikacije za svoje korisnike, ali i partnerske kompanije koje pružaju usluge pomoći na putu.

IPification je rešenje koje samo jednom klikom i bez lozinki omogućava mobilnu autentifikaciju, verifikaciju korisnika i prevenciju online prevara što pomaže da se proces registracije i logovanja poboljša. Na taj način, kompanije mogu povećati broj novih korisnika i zadržati više starih dok pored sjajnog korisničkog iskustva nude i vrhunsku online bezbednost.

“Pored lošeg korisničkog iskustva sa verifikacijom SMS kodova, imali smo i nizak stepen uspešnog dostavljanja poruka i konverzija, a to smo morali da promenimo da bismo uspeli da ostvarimo svoje ciljeve,” rekao je Vladimir Šijaković, generalni direktor kompanije VOZZI. “IPification predstavlja baš ono što zamislimo kad čujemo savremena registracija i verifikacija korisnika, a integrisanje ovog rešenja bilo je potreban korak kao podrška za naše planove za proširivanje. Radujem se rezultatima koje ćemo dobiti ovom saradnjom!”

“Ogromno je zadovoljstvo sklopiti partnerstvo sa još jednom rastućom i inovativnom aplikacijom. Uspeh aplikacije VOZZI iz prve ruke prikazuje koliko je važno prioritizirati korisničko iskustvo u procesu razvoja proizvoda. Sa uzbuđenjem pratimo kako VOZZI osvaja nova tržišta sa IPification rešenjem,” dodao je Stefan Kostić, IPification generalni direktor.

IPification je u fazi brzog rasta od prošle godine kada je ovaj proizvod dospeo na više od 12 tržišta širom sveta.

O IPificationu

IPification je rešenje koje omogućava implementaciju najmodernijih opcija autentifikacije i zaštite korisnika mobilnih aplikacija bez korišćenja lozinke ili jednokratnih SMS PIN brojeva pri logovanju. IPification patentirana tehnologiju kombinuje parametre vezane za uređaj, korisnikov SIM broj i verifikovan broj telefona i preko IP adrese kreira jedinstveni MobileID. Na ovaj način omogućava se bezbedno logovanje i autorizacija transakcija uz jedan klik. IPification rešenja su već dostupna širom sveta i koriste ih neke od najvećih tehnoloških kompanija poput Microsofta dok su u regionu to CarGo, Würth, NIS....

Kao deo kompanije Benefit Vantage Limited iz Hong Konga, koji je lider u Aziji što se tiče rešenja za bezbednost na Internetu, IPification poseduje i predstavnike u SAD, Velikoj Britaniji, Srbiji, Švajcarskoj, Republici Srpskoj, Brazilu, Vijetnamu i Pakistanu.

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