

# ENGLISH

## IPification, Zero-Tap Authentication Solution Improving Security and Registration Implemented Within First Regionally Available Wurth Serbia's Sales Incentive Mobile App

(HONG KONG - May 27, 2021)

Zero-click compatible mobile authentication and fraud prevention solution, IPification is now integrated within the mobile app for the development of retail sales teams, created for Wurth Serbia by Softech Solutions on the Digital Spark™ platform. Wurth's retail B2B and B2C brand teams using this seller-focused incentive and management mobile app will now be able to login and authenticate their phone number in one click, without relying on SMS one-time pins (OTP).

The global leader in the direct selling of technical products, German Wurth Group founded Wurth in Serbia in 1996. Since then, they have been supplying professionals in the region with the most innovative high-quality industrial equipment. Partnered with the development company Softech Solutions, Wurth has created this mobile app to make the management, and incentives of sales teams across the region easier. By implementing IPification, Wurth Serbia is enabling one-click mobile user authentication and verification, therefore significantly improving both the user experience and security for salespeople and their teams.

Wurth Serbia has been reshaping its market position into a regional leader when it comes to digitalization of sales via a variety of software solutions and process improvements. With this mobile app Wurth Serbia will be the first company in the region to focus on incentivising the sales force directly through a built in loyalty program that includes training and awards.

IPification will be the go-to option for the user one-click login and registration replacing the unsafe and non reliable SMS OTP.

In direct partnership with mobile network operators across the globe, IPification has developed the unique and patented mobile user authentication improving the mobile user security while elevating the user experience to the highest level. One-click login is enabled by assigning each mobile user a unique MobileID that is created from unique device, SIM card, and network parameters.

Stefan Kostić, IPification Chief Executive Officer, said, "It gives us great pleasure to partner up with Wurth Serbia and Softech Solutions on this innovative project, having seen the results it produces. We are excited to see the impact IPification will bring to the app users by

further improving their user experience and security. We are happy to be a part of business transformation and digitalization across the variety of industries as we become the go-to mobile user login and security option in the region.”

“We have significantly increased the security by implementing IPification. Since Digital Spark™ is a tool for sales management that companies use in their everyday sales activities, the verification component represented the main security challenge,” said Ognjen Lukić, the founder of Softech Solutions. “Our partnership with Wurth Serbia is a great example of the digital transformation of businesses who use innovative solutions from domestic companies.”

“Our users have reacted positively to the new, streamlined user experience which is why we have decided to integrate IPification as a part of the Digital Spark™ licence package whose user base is made up of various distributors of technical goods,” they added from Softech Solutions.

### **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, phone verification 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](http://www.ipification.com)

Media Inquiry:

IPification

Alexandra Kalinina

[alexandra.kalinina@ipification.com](mailto:alexandra.kalinina@ipification.com)

# SRPSKI

## IPification, rešenje za logovanje jednim klikom unapređuje sigurnost i registraciju u prvoj regionalno dostupnoj mobilnoj aplikaciji za podsticaj prodaje kompanije Wurth Srbija

(BEOGRAD - 27. maj 2021)

IPification, rešenje za mobile autentifikaciju i sprečavanje prevara, integrisano je u mobilnu aplikaciju za razvoj maloprodajnih timova koju su kreirali kompanije Wurth Serbia i Softech Solutions na platformi Digital Spark™. Wurthovi maloprodajni timovi koji koriste ovu mobilnu aplikaciju fokusiranu na upravljanje prodaje i podsticaj prodavaca će sada moći da se uloguju i verifikuju svoje brojeve telefona jednim klikom, bez korišćenja jednokratnih SMS kodova.

Globalni lider u direktnoj prodaji tehničkih proizvoda, nemačka Wurth Grupa osnovala je Wurth u Srbiji 1996. godine. Od tada, oni snabdevaju profesionalce u oblasti montaže u regionu inovativnim proizvodima vrhunskog kvaliteta. U partnerstvu sa kompanijom Softech Solutions, Wurth je kreirao ovu mobilnu aplikaciju da olakša upravljanje i podsticanje prodajnih timova širom regiona. Integrišući IPification, Wurth Srbija omogućava logovanje i verifikaciju jednim klikom i na taj način značajno poboljšava korisničko iskustvo i sigurnost za prodavce i njihove timove.

Wurth Serbia već neko vreme radi na pozicioniranju kompanije kao lidera na tržištu u regionu što se tiče digitalizovanja prodaje kroz razna softverska rešenja i poboljšanja samog poslovnog procesa. Ovom mobilnom aplikacijom, Wurth Srbija postaje prva kompanija u regionu koja se fokusira na direktno podsticaj prodaje kroz mobilne uređaje i integrisani program lojalnosti koji uključuje različite treninge i nagrade.

IPification je glavna opcija za logovanje i registraciju jednim klikom kojom će se zameniti nesigurno i nepouzđano logovanje jednokratnim SMS kodovima. Kroz direktna partnerstva sa mobilnim operaterima širom planete, IPification je razvio unikatan i patentiran sistem za logovanje mobilnih korisnika koje poboljšava njihovu sigurnost, ali i dovodi korisničko iskustvo na najviši nivo. Logovanje jednim klikom koristi jedinstvene parametre broja mobilnog, samog uređaja i SIM kartice da korisniku dodeli MobileID, tj bezbedni mobilni identet - ključ za svakog mobilnog korisnika koji se aktivira jednim klikom.

Stefan Kostić, generalni direktor IPificationa kaže: „Veliko je zadovoljstvo sarađivati sa kompanijama Wurth Srbija i Softech Solutions na ovom inovativnom projektu nakon što smo videli kakve rezultate donosi. Uzbuđeni smo da vidimo uticaj koji će IPification imati na produktivnost korisnika ove aplikacije tako što će još više unaprediti njihovo korisničko

iskustvo. Sjajno je biti deo transformacije biznisa kroz digitalizaciju u različitim industrijama kao prva opcija za logovanje i bezbednost mobilnih korisnika u regonu.”

“Integracijom IPification servisa postigli smo veći stepen bezbednosti naših korisnika. S obzirom na to da je Digital Spark™ alat za upravljanje prodajom koje kompanije koriste u svojim svakodnevnim prodajnim aktivnostima, komponenta verifikacije bila je glavni bezbednosni izazov,” ističe Ognjen Lukić, osnivač kompanije Softech Solutions. “Saradnja sa kompanijom Wurth Srbija je primer dobre prakse digitalizacije poslovnih procesa u kojima se koriste inovativna rešenja domaćih kompanija.”

“Nakon pozitivnih reakcija korisnika u pogledu unapređenja korisničkog iskustva, IPification servis biće integrisan kao sastavni deo paketa licence Digital Spark™ čiji su korisnici različiti brendovi iz oblasti distribucije tehničke robe,” navode iz kompanije Softech Solutions.

### **O IPificationu**

IPification je rešenje koje omogućava implementaciju najmodernijih rešenja autentikacije i bezbednosti korisnika mobilnih aplikacija bez korišćenja lozinke ili jednokratnih PIN brojeva pri logovanju. IPification patentirana tehnologiju istovremeno verifikuje uređaj koji korisnik poseduje, njegov SIM broj i broj telefona preko IP adrese i na takav način omogućava bezbedno logovanje i autorizaciju transakcija uz jedan klik. IPification rešenja su već dostupna širom sveta i koriste ih neke od najvećih tehnoloških kompanija na svetu poput Microsofta.

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.

Za više informacija, posetite [www.ipification.com](http://www.ipification.com)

Kontakt za medije:

IPification

Alexandra Kalinina

[alexandra.kalinina@ipification.com](mailto:alexandra.kalinina@ipification.com)