

# Indosat Ooredoo Integrates IPification One-Click Mobile Authentication

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**Indosat Ooredoo, Indonesia’s leading digital telco is integrating IPification, the passwordless, one-click mobile authentication, user verification, and fraud prevention solution. With this partnership, IPification is significantly expanding its coverage in the SEA market. Indosat Ooredoo is implementing IPification to deliver on its promise to its subscribers to provide continuous improvements to its services.**

IPification is deploying its patented GMiD-BOX technology within Indosat Ooredoo to enable any mobile app developer in Indonesia to provide frictionless and secure mobile authentication and phone verification services for Indosat subscribers. By providing their users with IPification, service providers improve and secure their registration and login user experiences to increase user adoption, retention, and engagement.

“Indosat Ooredoo is well-known in Indonesia for their innovations and putting the end-user in the center of everything they do. As such, they were the perfect match for IPification,” said Stefan Kostic, IPification CEO. “Now fintech, banking, ride-hailing, gaming, taxi and delivery, entertainment, streaming, and any other apps in Indonesia can benefit from an authentication and user verification solution that provides state-of-the-art security, protects user privacy, and offers a frictionless user experience, all at the same time. We’re very excited to further expand our services in the SEA market.”

Ritesh Kumar Singh, Chief Commercial Officer Indosat Ooredoo added, “Due to our commitment to fully support the growing digital ecosystem in Indonesia, Indosat Ooredoo felt the need to continue expanding the capabilities of our services. This partnership with IPification allows us to provide our loyal subscribers with a quick and reliable authentication process, thus enabling the best mobile experience at the best price. On the digital business side, this integration will allow IPification to acquire and engage their target market, resulting in higher customer acquisition and lifetime value. We hope that this partnership with IPification can further accelerate the digital transformation throughout the country.”

Indosat Ooredoo currently has more than 60 million subscribers who are now able to sign up and log into service providers’ apps using the IPification zero-tap, and zero-trust compatible authentication solution.

IPification has been on the fast track since 2020, having deployed its proprietary mobile authentication, phone verification, and fraud prevention solution in more than 18 markets reaching over 550M users.

### **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. Benefit Vantage Limited is a provider of security and data backup solutions in Asia, headquartered in Hong Kong, it has a subsidiary in Switzerland, IPIFICATION INTERNATIONAL AG, and representatives operating in the U.S., U.K., Serbia, Russia, Bosnia, Brazil, India, Vietnam and Pakistan.

For more information, please visit [www.ipification.com](http://www.ipification.com)

### **Media Inquiry:**

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### **About Indosat Ooredoo**

Indosat Ooredoo (IDX: ISAT), a member of Ooredoo Group, is building Indonesia's leading digital telco, enabling access and greater connectivity for everybody and every business. Indosat Ooredoo aspires to enrich the lives of Indonesians in the digital world.

The Company reported 60 million mobile customers as of 1Q 2021 and operates 66,313 4G BTS covers nearly 90% of the population.

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