



IPification, One-Click Mobile Authentication Solution, Partners with Cyta, the Largest Mobile Operator in Cyprus

January 31, 2022 - HONG KONG - IPification, the leading global provider of mobile IP address-based authentication and phone verification, has deployed its solutions within Cyta, the largest mobile network operator in Cyprus. Mobile app developers whose users subscribe to Cyta can now implement IPification into their apps to streamline their onboarding and sign-in processes.

IPification authenticates users within milliseconds and with only one click via the users' unique mobile ID key composed of their phone number, device, and network data. IPification offers mobile app developers a way to improve their registration and login experience to increase their user acquisition, engagement and retention rates while also providing the users with bank-grade mobile security services.

With this partnership, Cyta is enabling IPification for all mobile app developers and their subscribers, cementing the company's image as one of the biggest innovators in the region.

Mr. Petros Charalambous, Director of IT at Cyta, said that "it is a privilege for Cyta to partner with IPification, the leading global provider of mobile IP authentication. We believe that this collaboration will allow us to offer our clients the simplest, fastest, and most secure authentication process available. In today's fast-paced world, the simplicity of process and a friendly user experience have become core values. Being the leader in the local market, we are always in search of new ways to evolve and enhance our services. Our partnership with IPification fits perfectly within this objective and I do hope that more mobile network providers will join this revolution that is transforming the authentication field."

“It’s always extremely rewarding to see someone of Cyta’s size and someone who’s been known to innovate so much, believe in and integrate IPification,” said Stefan Kostic, IPification CEO. “We’re looking forward to revolutionizing the way in which mobile authentication is done in Cyprus together with them, and we hope to onboard mobile apps in a variety of industries from fintech, banking, ride-hailing, gaming, taxi and delivery, entertainment, streaming, OTT, etc.”

“As Innovage Consulting we are constantly striving to introduce disruptive innovative technologies that are game changers and have a real impact on improving situations so we’re very proud to work with IPification, a company improving the global authentication landscape,” added Costas Konis, Director of Innovage Consulting and partner of IPification in Cyprus. “Congrats and a thank you to Cyta and its two visionary executives, Petros Charalambous and Christoforos Christoforou who believed in the value of this project and worked hard for its successful implementation. I hope to see other mobile operators follow Cyta in offering their customers the same great benefits.”

About IPification

IPification is building the backbone of 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.

IPification Powered by GMID (trading as IPification) is a trademark of Benefit Vantage Limited. 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

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