

IPification and Meridianbet Introduce Seamless mKYC for MTEL Subscribers

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Having partnered with MTEL, IPification and Meridianbet are expanding support of the seamless mKYC solution to also include MTEL subscribers. The Meridianbet mobile and web app can now verify their phone numbers and automatically fill the registration form with their data within seconds thereby significantly improving the security and user experience of user sign ups.

A major telecom operator in Montenegro, MTEL has been on a mission of consistently innovating its operations and improving its services for over 15 years. As a user-centric company, they strive to always improve the digital experience of their users without ever sacrificing security.

Meridianbet was the first betting shop in the region to implement mKYC, now further expanding the support of the superior identity verification solution in partnership with MTEL and IPification. With this move, Meridianbet is delivering on its promise of providing an outstanding player experience while adhering to the world's safest standards.

“It is a great pleasure to be among the first companies in the branch to offer its users this way of registration and access to the site. We are beyond grateful to our collaborators for the opportunity to provide maximum

security, and give our users the easiest, fastest and most efficient access to the offer of our website.”

— Biljana Ilić, Meridianbet Marketing Manager

IPification is the leading global provider of mobile IP address-based authentication, phone and user verification, and fraud prevention solutions. The IPification mKYC solution lets service providers like Meridianbet take advantage of the direct connection with telecom operators such as MTEL and its CRM system to verify the users' phone numbers and prefill forms via IPification APIs, upon explicit consent from the end user.

MTEL's strategy, as the digital leader in Montenegro, is to always offer users the latest digital solutions, according to their needs, and with the aim of improved, faster, and more efficient use of its services.

“mKYC service guarantees our users a safe and very simple registration. In addition, by implementing the IPification solution, we made sure that users of the MTEL mobile network can use their mobile phones to authenticate in a simple and secure way, as well as approve transactions in a very efficient way. Besides the ease of use and improved user experience, the most important thing is the security of private data because it is a priority in all segments of MTEL's business.”

— Zoran Milovanović, Special Advisor to the Executive Director of MTEL

“I am very happy to see that the IPification mKYC implementation has brought on great results for Meridianbet, and super proud to see this recognized by

both Meridianbet and MTEL so that we're now expanding the coverage of our solution. I'd love to thank both of these great companies for their trust, and I hope to see other service providers in Montenegro soon follow suit."

— Stefan Kostic, IPification CEO

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 ABA Bank, GBG, T-Mobile Montenegro, 3HongKong, Axiata Digital, Swisscom, Indosat Ooredoo.

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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IPification i Meridianbet uvode napredno mKYC rješenje za MTEL pretplatnike

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U partnerstvu sa MTEL-om, IPification i Meridianbet proširuju primjenu naprednog mKYC rješenja kako bi uključili i MTEL pretplatnike. Mobilna i web aplikacija Meridianbet sada može da verifikuje broj telefona MTEL pretplatnika i automatski popuni formular za registraciju sa podacima korisnika u roku od nekoliko sekundi, čime se značajno poboljšava bezbjednost i korisničko iskustvo registracije korisnika.

Veliki telekomunikacioni operator u Crnoj Gori, MTEL, konstantno unapređuje svoje poslovanje i poboljšava svoje usluge već više od 15 godina. Kao kompanija koja je prije svega fokusirana na korisnika, MTEL uvijek nastoji da poboljša digitalno iskustvo svojih korisnika uz konstantno unaprjeđenje bezbjednosti njihovih podataka.

Meridianbet je prva kladionica u regionu koja je implementirala mKYC rješenje, a sada dodatno proširuje podršku superiornom rješenju za verifikaciju identiteta korisnika u partnerstvu sa MTEL-om i IPification-om. Ovim potezom, Meridianbet ispunjava svoje obećanje o pružanju izvanrednog iskustva korisnika uz pridržavanje najsigurnijih svjetskih standarda.

“Veliko je zadovoljstvo biti među prvim kompanijama u ovoj grani da svojim korisnicima ponudi ovaj način registracije i pristupa sajtu. Izuzetno smo zahvalni našim partnerima za

priliku da obezbedimo maksimalnu sigurnost, ali i najlakši, najbrži i najefikasniji način za pristupanje našoj ponudi.”

— Biljana Ilić, marketing menadžer kompanije Meridianbet

IPification je vodeća kompanija u oblasti autentifikacije korisnika jednim klikom, i to prilikom prijave i registracije u okviru mobilnih aplikacija i na web-u, kao i za razvoj rješenja za sprečavanje prevara na internetu. IPification mKYC servis omogućava pružiocima usluga poput Meridianbeta da iskoriste direktnu vezu IPificationa sa telekomunikacionim operatorom, kako bi uz korisnikov eksplicitni pristanak, verificovali telefonski broj korisnika i automatski popunili online obrazac za registraciju.

Strategija MTEL kompanije, digitalnog lidera u Crnoj Gori, je da uvijek za korisnike nudi najsavremenija digitalna rješenja, shodno njihovim potrebama, a u cilju unaprijeđenog, bržeg i efikasnijeg korišćenja servisa.

“mKYC servis garantuje našim korisnicima bezbjednu i veoma jednostavnu registraciju. Pored registracije, implementacijom IPification rješenja, obezbjedili smo da korisnici MTEL mobilne mreže mogu putem mobilnog telefona da vrše jednostavnu i sigurnu autentifikaciju kao i odobrenje transakcija na veoma efikasan način. Pored jednostavne upotrebe i olakšanog korisničkog iskustva, ono što je najvažnije je sigurnost u zaštiti podataka jer je to prioritet u svim segmentima poslovanja MTEL-a.”

— Zoran Milovanović, specijalni savjetnik izvršne direktorice MTEL-a

“Veoma sam srećan što je implementacija IPification mKYC rješenja donijela odlične rezultate Meridianbet-u, i jako sam ponosan su što ovo prepoznali i Meridianbet i MTEL, tako

da sada širimo opseg našeg rješenja. Želio bih da se zahvalim ovim sjajnim kompanijama na ukazanom povjerenju i nadam se da će uskoro i drugi pružaoci usluga u Crnoj Gori krenuti njihovim stopama.”

— Stefan Kostić, direktor kompanije IPification

Molimo vas da posjetite sajt www.ipification.com za više informacija.

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