

# **MTS (Telekom Srbija) and IPification Partner to Offer Seamless Quick Registration in Serbia, MeridianBet First to Onboard**

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**Telekom Srbija group, the leading telecom operator in the Balkans region, and IPification, the leading global provider of mobile IP address-based identity solutions, have partnered to offer seamless Quick registration in the country. The major betting company MeridianBet is the first to onboard this solution and offer it to its users.**

Striving to always improve their customer experience and satisfaction, integrating innovative solutions such as the IPification Quick registration was a logical next step for Telekom Srbija.

The only provider of mobile IP address-based authentication, phone and user verification, and fraud prevention solutions, IPification enables service providers to take advantage of the powerful telecom infrastructure to offer seamless identity experiences. For Quick registration (mKYC), it leverages the direct connection with telecom operators such as Telekom Srbija to verify the users' phone numbers and prefill forms via IPification APIs, upon explicit consent from the end user.

***“The service developed with IPification puts at the center what is very important to users in the digital world: simplicity and speed of use with complete security of their data in accordance with all legal norms. Through mts, Telekom Srbija continuously strives to bring mobile service customers the best that new technologies can offer, thus creating added value and improving customer experience.”***

***— Natali Delić, Chief Strategy and Digital Officer (CSO, CDO) and Executive Board Member at Telekom Srbija.***

Having already implemented Quick registration in MeridianBet Montenegro in partnership with the mtel, Telekom Srbija’s subsidiary in the country, MeridianBet is once again the first to integrate this solution for users in Serbia. Devoted to its mission of providing a stellar player experience along with the highest security, MeridianBet has an array of innovations on its roadmap.

***“We’re proud to expand our partnership with Telekom Srbija so that it also includes the IPification mKYC solution for a faster sign-up experience for our large customer base. This project is of great importance to us and we’re excited to hear our users’ reactions.”***

***— Mladen Životić, Meridianbet CEO***

***“We’re delighted to integrate our mKYC solution with Telekom Srbija and Meridianbet as the first to deploy it for their users. I’m looking forward to hearing about the results this partnership produces in one of the largest customer***

***bases in Serbia. Team IPification is looking forward to additional service providers doing the same.”***

***— 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](http://www.ipification.com)

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SRPSKI

# **Prvi u Srbiji - MTS i Meridianbet u IPification sistemu brze registracije korisnika**

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**Telekom Srbija grupa, vodeća telekomunikaciona kompanija regiona, i Meridianbet, najstariji domaći priređivač igara na sreću uspešno su završili projekat integracije IPification usluge, koja korisnicima omogućuje registraciju u nekoilko sekundi.**

Integracija inovativnih rešenja kao što je IPification brza registracija bila je logičan korak u uspešnom poslovanju kompanije Meridianbet.

Jedini pružalac autentifikacije na osnovu mobilnih IP adresa, verifikacije telefona i korisnika, i rešenja za prevenciju digitalnih zloupotreba, IPification omogućava korisnicima da uz pomoć najjače mobilne infrastrukture dobiju najbezbednije i najbrže rešenje za brzu mobilnu registraciju (mKYC), uz izričit pristanak krajnjeg korisnika u skladu sa Evropskom direktivom o zaštiti podataka o ličnosti (GDPR).

***“Usluga razvijena sa kompanijom IPification stavlja u centar ono što je veoma važno korisnicima u digitalnom svetu: jednostavnost i brzinu upotrebe uz potpunu sigurnost njihovih podataka u skladu sa svim zakonskim***

***normama. Kroz Mts, Telekom Srbija kontinuirano nastoji da donese korisnicima mobilnih usluga najbolje što nove tehnologije mogu da ponude, čime se stvara dodata vrednost i unapređuje korisničko iskustvo.”***

***— Natali Delić, digitalna direktorka (CSO, CDO) i članica Izvršnog odbora Telekom Srbija.***

Ovo je nastavak uspešne saradnje kompanije Meridianbet i MTS širom regiona, a najstariji brend u igrama na sreću prvi je koje ovakvo rešenje integriše u Srbiji.

***“Ponosni smo što proširujemo partnerstvo sa Telekom Srbija koje sada uključuje i mKYC rešenje brze registracije za našu ogromnu bazu korisnika. Ovaj projekat je za nas od izuzetne važnosti i sa uzbuđenjem čekamo reakcije naših korisnika.”***

***— Mlađan Životić, direktor kompanije Meridianbet***

***“Veoma smo zadovoljni smo što je naše mKYC rešenje integrisano u mrežu Telekom Srbije i što je Meridianbet prva kompanija da to rešenje ponudi svojim korisnicima. S nestrpljenjem čekam da čujem o rezultatima koje ovo partnerstvo ostvari u jednoj od kompanija s najvećim brojem korisnika u Srbiji. Očekujemo da još kompanija iz Srbije napravi isti korak i radujemo se tome.”***

***— Stefan Kostic, generalni direktor kompanije IPification***