

MTS & ENPay Integrate IPification for Fastest User Registration

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The leading telecom operator in the region, Telekom Srbija, and company ALLYES which stands behind the brand "ENPay", have successfully completed the integration of the IPification solution that enables the users of the electronic toll collection service to register their accounts within seconds.

ENPay is a mobile application that connects USERS, TAG DEVICES and PAYMENT CARDS, which makes this process significantly easier for users. With the season of vacations coming up, there was no better timing for ENPay to release easier and faster user registration process, with help from Telekom Srbija and IPification.

The ENPay app enables users to activate existing or order new tags for toll payments, as well as automatic payment directly from payment card without having to stop. Instead, users only need to add their payment card details to their ENPay accounts. The ENPay app makes the whole process easy and quick, removing the need to wait in lines to pay tolls.

“TAG devices make my life so much easier which is why I’m very happy to see that the user registration itself is being made faster and easier – and through IPification no less! It’s always great when you run into more user-centric

companies such as ALLYES / ENPay, and I'd love to thank them for their trust."

— Stefan Kostic, IPification CEO.

Complementary in its mission to put the user in focus, the cooperation between ENPay and IPification was a logical step.

As the only provider of mobile IP address-based authentication, phone verification, and fraud prevention solutions, IPification offers the most secure and frictionless quick registration solution (mKYC), upon explicit consent from the end user and in accordance with the General Data Protection Regulation (GDPR).

"Unlimited mobility with maximum saving of time and resources – this is the essence of the business that the ALLYES company promotes and its brand ENPay is pointed to. Telekom Srbija and IPification and their fast registration service on the ENPay application is a step further in the same direction – FAST LANE. We are happy to have partners Telekom Srbija and IPification accompanying us in this mission."

— Nikola Jokić, Sales Director of ALLYES/ENPay.

To see IPification on ENPay in action, [click here](#).

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, 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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SRPSKI

mts i ENPay u IPification sistemu najbrže registracije korisnika!

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Vodeća telekomunikacioni operator u regionu, Telekom Srbija, i kompanija ALLYES koja stoji ispred brenda „ENPay“ uspešno su završili projekat integracije IPification usluge koja korisnicima elektronske naplate putarine (ENP) omogućava registraciju u svega nekoliko sekundi.

ENPay je mobilna aplikacija koja povezuje KORISNIKE, TAG UREĐAJE I KARTIČNO PLAĆANJE koja korisnicima značajno olakšava ovaj proces. Pravi je trenutak da ENPay lansira ovo rešenje za brzu i laku registraciju, uz pomoć kompanija Telekom Srbija i IPification, baš pred sezonu godišnjih odmora.

Aplikacija ENPay nudi mogućnost da se uključi postojeći ili naruči novi tag za plaćanje putarine, kao i automatsko plaćanje direktno sa platne kartice korisnika bez zaustavljanja na prodajnim mestima. Dovoljno je samo da se aplikacija poveže za platnom karticom korisnika. Sa ENPay aplikacijom sve se rešava brzo i lako, i više nema čekanja ni u redu za plaćanje putarine.

***“TAG već neko vreme čini moj život lakšim pa sam veoma srećan da vidim i da je sam proces registracije korisnika olakšan i ubrzan, i to kroz IPification ni manje ni više.
Sjajno je kada naletite na još kompanija kojima su korisnici***

na prvom mestu, kao što je ALLYES/ENPay, te bih voleo da im se zahvalim na poverenju.”

— Stefan Kostic, generalni direktor kompanije IPification.

Saradnja između kompanija ENPay i IPification bila je logičan korak, obzirom na sličnu misiju koja korisnike stavlja u centar svakog razvoja.

IPification, kao jedini pružalac autentifikacije na osnovu mobilnih IP adresa, verifikacije telefona i korisnika, kao i rešenja za prevenciju digitalnih zloupotreba, omogućava korisnicima da uz pomoć pouzdane mobilne infrastrukture dobije 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).

“Neograničena mobilnost uz maksimalnu uštedu vremena i resursa – to je suština posla kojim se kompanija ALLYES bavi i ceo brend ENPay je usmeren ka tom cilju. Kompanije Telekom Srbija i IPification i njihova usluga brzog onbordinga na ENPay aplikaciji je korak dalje u istom smeru – FAST LANE. Srećni smo što imamo partnere Telekom Srbiju i IPification koje nas prate u ovoj misiji.”

— Nikola Jokić, direktor prodaje kompanije ALLYES/ENPay.

Koliko je sve brzo i jednostavno pogledajte [ovde](#).