



# **OTP Banka Serbia Integrates IPification 1-Click Phone Number Verification for Frictionless Sign-Ups**

April 1, 2025 – Singapore

**OTP Banka, one of Serbia’s leading banks, has just integrated the IPification 1-click Phone Number Verification solution. Designed to streamline user sign-ups, OTP Banka customers can now verify their phone numbers in milliseconds with one single click. IPification is the leading global provider of mobile network-based authentication, phone verification, and fraud prevention solutions.**

A member of the fast-growing OTP Group from Hungary, OTP Banka prides itself on the biggest network of 153 bank branches in 91 cities in Serbia. OTP Banka places a strong emphasis on innovation and digital transformation, striving to provide its clients with new benefits, particularly by enhancing digital and mobile banking services and elevating the user experience.

With IPification Phone Number Verification in its arsenal, OTP Banka is further refining its mBanking onboarding user experience and security. Thanks to its partnerships with mobile network operators, IPification assigns each user with their unique Mobile ID Key made of device, SIM card and network data. To verify their identity, users have to enter their phone number and click once, after which the process is completed within milliseconds.

***“We are excited to partner with OTP Banka and bring our advanced 1-click Phone Number Verification solution to their customers. OTP Banka’s strong focus on innovation and enhancing the user experience aligns perfectly with our mission to provide secure, seamless, and efficient mobile authentication. Their commitment to digital transformation and improving mobile banking services is truly impressive, and we’re proud to support them in refining their onboarding process and elevating their customers' security and experience.”***

**— Stefan Kostic, IPification CEO.**

OTP Banka was recognized as the best bank in Serbia for digitalization and SME banking by the prestigious Euromoney magazine. The integration of IPification into its mobile app only further solidifies their role as one of the user-centric innovation leaders in the country.

***“Keeping our customers safe while making banking simple is always our priority. With IPification’s 1-click Phone Number Verification, we’re adding an extra layer of security against phishing and fraud, without making things complicated for our users. This technology helps us ensure that mobile banking stays both secure and effortless, so our customers can bank with confidence. At OTP Banka Serbia, we’re always looking for smart solutions that improve both security and convenience.”***

**— Bojan Pokrajac, Omnichannel Senior Chapter Lead at OTP Banka.**

*SPRSKI*

# **OTP Banka Srbija integriše IPification verifikaciju broja telefona jednim klikom za jednostavnu registraciju**

1. april, 2025 – Singapur

**OTP Banka, jedna od vodećih banki u Srbiji, upravo je integrisala IPification rešenje za verifikaciju broja telefona jednim klikom.**

**Dizajnirano da pojednostavi proces registrovanja korisnika, OTP Banka sada omogućava svojim klijentima da verifikuju svoj broj telefona za par milisekundi, jednim jedinim klikom. IPification je vodeći globalni provajder rešenja za autentifikaciju putem mobilnih mreža, verifikaciju broja telefona i prevenciju prevara.**

Član brzorastuće OTP Grupe iz Mađarske, OTP Banka se ponosi najvećom mrežom od 153 ekspoziture u 91 gradu u Srbiji. OTP Banka pridaje veliki značaj inovacijama i digitalnoj transformaciji, nastojeći da svojim klijentima pruži nove benefite, posebno kroz unapređenje digitalnog i mobilnog bankarstva i poboljšanje korisničkog iskustva.

Sa IPification rešenjem za verifikaciju broja telefona u svom arsenalu, OTP Banka dodatno unapređuje proces registracije i bezbednost u okviru svoje mBanking aplikacije. Zahvaljujući partnerstvima sa mobilnim operaterima, IPification svakom korisniku dodeljuje jedinstveni Mobile ID broj, kreiran na osnovu podataka o uređaju, SIM kartici i mreži. Kako bi potvrdili svoj identitet, korisnici unose broj telefona i kliknu jednom, nakon

čega je proces završen u roku od nekoliko milisekundi.

***“Veoma smo uzbuđeni zbog partnerstva sa OTP Bankom i mogućnosti da njihovim klijentima ponudimo naše napredno rešenje za verifikaciju broja telefona jednim klikom. OTP Banka je posvećena inovacijama i unapređenju korisničkog iskustva, što je u savršenom skladu sa našom misijom da pružimo bezbednu, jednostavnu i efikasnu mobilnu autentifikaciju. Njihova posvećenost digitalnoj transformaciji i poboljšanju mobilnog bankarstva je zaista impresivna, i ponosni smo što možemo da ih podržimo u unapređenju procesa registracije i povećanju bezbednosti i korisničkog iskustva.”***

**— Stefan Kostić, CEO IPificationa.**

Prestižni magazin Euromoney dodelio je OTP Banci nagradu za najbolju banku u Srbiji u oblasti digitalizacije i bankarstva za mala i srednja preduzeća. Integracija IPification tehnologije u njenu mobilnu aplikaciju dodatno učvršćuje njenu poziciju kao jednog od lidera u zemlji u inovacijama koje se tiču korisnika.

***“Bezbednost naših klijenata, uz istovremeno pojednostavljivanje bankarskih procesa, uvek nam je prioritet. Uz IPification verifikaciju broja telefona jednim klikom, dodajemo dodatni sloj zaštite od fišinga i prevara, a da pri tome ne komplikujemo stvari za naše korisnike. Ova tehnologija nam omogućava da mobilno bankarstvo ostane i bezbedno i jednostavno, tako da naši klijenti mogu da koriste usluge sa punim poverenjem. U OTP Banci Srbija***

***uvek tragamo za pametnim rešenjima koja unapređuju i sigurnost i praktičnost.”***

***— Bojan Pokrajac, Omnichannel Senior Chapter Lead u OTP Banci.***

## About IPification

IPification is building the backbone of mobile authentication of today and tomorrow. By verifying the phone number, SIM card, and device 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 the leading telecom, technology, payment, and OTT companies.

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

Media Inquiry

IPification,

Alexandra Kalinina

[alexandra.kalinina@ipification.com](mailto:alexandra.kalinina@ipification.com)