

IPification and Raiffeisen Banka Srbija Redefine Mobile Banking Security with 1-Click Phone Number Verification

May 13, 2025 – Singapore

IPification, a leading provider of mobile authentication solutions, has partnered with Raiffeisen Bank, the Serbian subsidiary of the leading European financial institution – Raiffeisen Bank International, to integrate the IPification 1-Click Phone Number Verification solution into the bank’s mBanking application. This strategic collaboration is set to improve mobile banking security, streamline the onboarding process, and prevent phishing attacks.

By integrating IPification’s solution, Raiffeisen Bank provides its users with a frictionless, one-click phone number verification method for mobile banking activation. Unlike traditional SMS OTP-based authentication, IPification’s technology offers an instant, network-based verification process that eliminates risks associated with SIM swap fraud and phishing attempts.

IPification verifies a user’s identity against their unique Mobile ID made of the user’s SIM card, device, and network data. After inputting their number, the user is verified within milliseconds.

***“We are delighted to collaborate with Raiffeisen Bank
Serbia in reinforcing the security and convenience of their***

mobile banking services. By replacing cumbersome authentication methods with our seamless phone number verification, we are ensuring that users can securely access their accounts with minimal effort, while banks significantly reduce fraud risks.”

— Stefan Kostic, CEO of IPification.

The integration of IPification’s solution aligns with Raiffeisen Banka Srbija’s commitment to providing its customers with cutting-edge security measures. As financial cyber threats evolve, the adoption of advanced authentication technologies remains crucial in maintaining user trust and safeguarding sensitive banking transactions.

“As part of the 2020 Elevator Lab Challenge organized by Raiffeisen Bank International and its local network banks, IPification was honored with the award for the most innovative FinTech solution at the regional level. We firmly believed in the potential of this groundbreaking technology from the outset, and we are thrilled to see it now enhancing the security and ease of use for our mobile banking app users.”

— Nebojsa Jovanović, Chief Product Officer at Raiffeisen Bank.

“Due to the rise in phishing attacks, we have strengthened our security protocols and invested additional resources in robust customer identity verification before granting access to our digital banking channels. IPification stands

out as one of the few solutions that perfectly balances enhanced security with a seamless customer experience, ensuring neither is compromised.”

— Aleksandar Smiljković, Chief Innovation Officer.

IPification’s mobile security technology has gained significant traction among leading banks and digital service providers worldwide, offering a secure, seamless, and user-friendly authentication, phone number verification, and fraud prevention experience. The partnership with Raiffeisen Bank Serbia marks another step forward in redefining the future of mobile banking.

Srpski

IPification i Raiffeisen banka redefinišu mBanking bezbednost uz verifikaciju broja telefona jednim klikom

13. maj 2025 – Singapur

IPification, vodeća kompanija za rešenja za mobilnu autentifikaciju, sada je partner Raiffeisen banke, srpskom podružnicom vodeće evropske finansijske institucije – Raiffeisen Bank International, koja je integrisala IPification rešenje za verifikaciju broja telefona jednim klikom u mBanking aplikaciju. Ova strateška saradnja ima za cilj unapređenje bezbednosti mobilnog bankarstva, pojednostavljenje procesa registracije i sprečavanje fišing napada.

Integracijom IPification rešenja, Raiffeisen banka svojim korisnicima pruža jednostavno rešenje za verifikaciju broja telefona jednim klikom prilikom aktivacije mobilnog bankarstva. Za razliku od tradicionalne autentifikacije putem SMS OTP kodova, IPification tehnologija nudi trenutni proces verifikacije putem mobilne mreže, eliminišući rizike povezane sa SIM swap prevarama i fišing napadima.

IPification potvrđuje identitet korisnika na osnovu njihovog jedinstvenog mobilnog ID-ja, koji se sastoji od podataka sa SIM kartice, uređaja i same mreže. Nakon unosa broja telefona, korisnik je verifikovan u roku od nekoliko milisekundi.

“Zadovoljstvo nam je što saradujemo sa Raiffeisen bankom na jačanju bezbednosti i jednostavnosti njihovih mobilnih bankarskih usluga. Zamenom nezgrapnih metoda autentifikacije našim jednostavnim rešenjem za verifikaciju broja telefona, omogućavamo da korisnici mogu bezbedno pristupiti svojim nalozima uz minimalan napor, dok banke značajno smanjuju rizik od prevara.”

— Stefan Kostic, generalni direktor kompanije IPification.

Integracija IPification rešenja u skladu je sa misijom Raiffeisen banke da svojim klijentima pruži najsavremenije mere bezbednosti. Kako se finansijske sajber pretnje dalje razvijaju, integrisanje naprednih tehnologija autentifikacije ostaje ključno za održavanje poverenja korisnika i zaštitu bankarskih transakcija.

“Kao deo takmičenja Elevator Lab Challenge 2020. godine, koje su organizovali Raiffeisen Bank International i lokalne banke, IPification je osvojio nagradu za najinovativnije FinTech rešenje na regionalnom nivou. Od samog početka smo verovali u potencijal ove revolucionarne tehnologije i izuzetno nam je drago što sada unapređuje bezbednost i lakoću korišćenja za korisnike naše mobilne bankarske aplikacije.”

— Nebojsa Jovanović, Chief Product Officer u Raiffeisen banci.

“S obzirom na porast učestalosti fišing napada, dodatno smo ojačali bezbednosne protokole i uložili dodatne

resurse u pouzdanu verifikaciju identiteta korisnika pre nego što im omogućimo pristup digitalnim bankarskim kanalima. IPification se izdvaja kao jedno od retkih rešenja koje savršeno balansira povećanu bezbednost i jednostavno korisničko iskustvo, tako da nijedno od ta dva ne trpi zbog drugog.”

— Aleksandar Smilković, Chief Innovation Officer.

IPification tehnologija za mobilnu bezbednost stekla je značajnu popularnost među vodećim bankama i digitalnim servisima širom sveta, pružajući korisnicima bezbednu i jednostavnu autentifikaciju, verifikaciju broja telefona i prevenciju prevara. Partnerstvo sa Raiffeisen bankom u Srbiji samo je još jedan korak ka redefinisanju budućnosti mobilnog bankarstva.

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

Media Inquiry

IPification,

Alexandra Kalinina

alexandra.kalinina@ipification.com

About Raiffeisen banka a.d.

Raiffeisen banka a.d. Beograd is a member of Raiffeisen Bank International, one of the leading banking groups in Central and Eastern Europe. It began its business activities in Serbia in 2001, and is now developing its activities in three segments: retail banking, corporate banking, as well as treasury and investment banking.

For additional information, please contact the Marketing & Communications Department of Raiffeisen banka via e-mail: marketing@raiffeisenbank.rs.