

reduction in fraud rate after integrating iDenfy's biometric ID verification

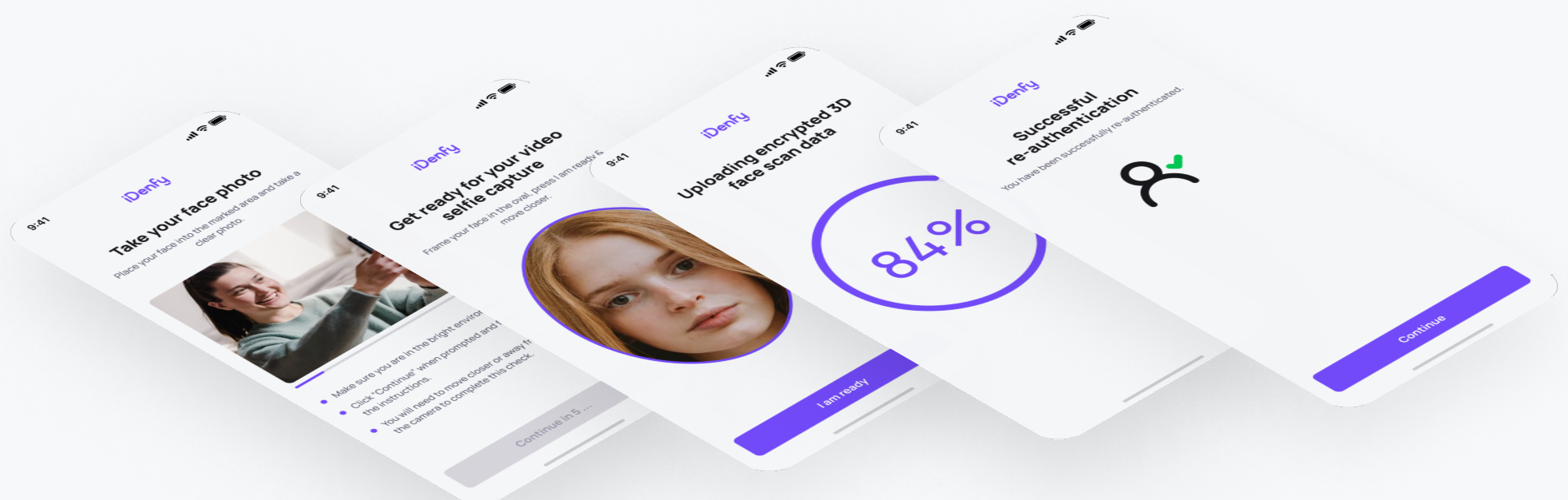
About cherry servers

Cherry Servers is a global Infrastructure as a Service provider with multi-tier secure cloud platform.

The company ensures stable workloads and provides free technical support 24/7, aiming to maximize the cloud infrastructure's efficiency.

The open cloud platform gives developers flexibility and full control to fulfill their multi-cloud strategy.

Cherry Servers also offers a safe space for developing web3 and cloud-native applications.



Challenge

Before iDenfy, Cherry Servers aimed to make their fully-online cloud solution platform available to a bigger audience.

Additionally, the company noticed the need for a robust ID verification solution when attempts to complete fraudulent transactions started to rise.

Cherry Servers started bumping into numerous fraudulent payment cases coming from different countries. Such payment activity was driving the credit rating downwards.

At that time, Cherry Servers relied only on payment merchant verification, aka 3D Secure credit card verification, which lowered the number of fraudulent payments.

But the issue persisted since this authentication method wasn't available in all countries that constituted the company's target market.

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Finding ways to reduce chargebacks, keep our revenue up, ensure customer satisfaction and mitigate losses all at one became a challenge.

Dovilė Minkevičienė, Customer Success Manager at Cherry Servers

Solution

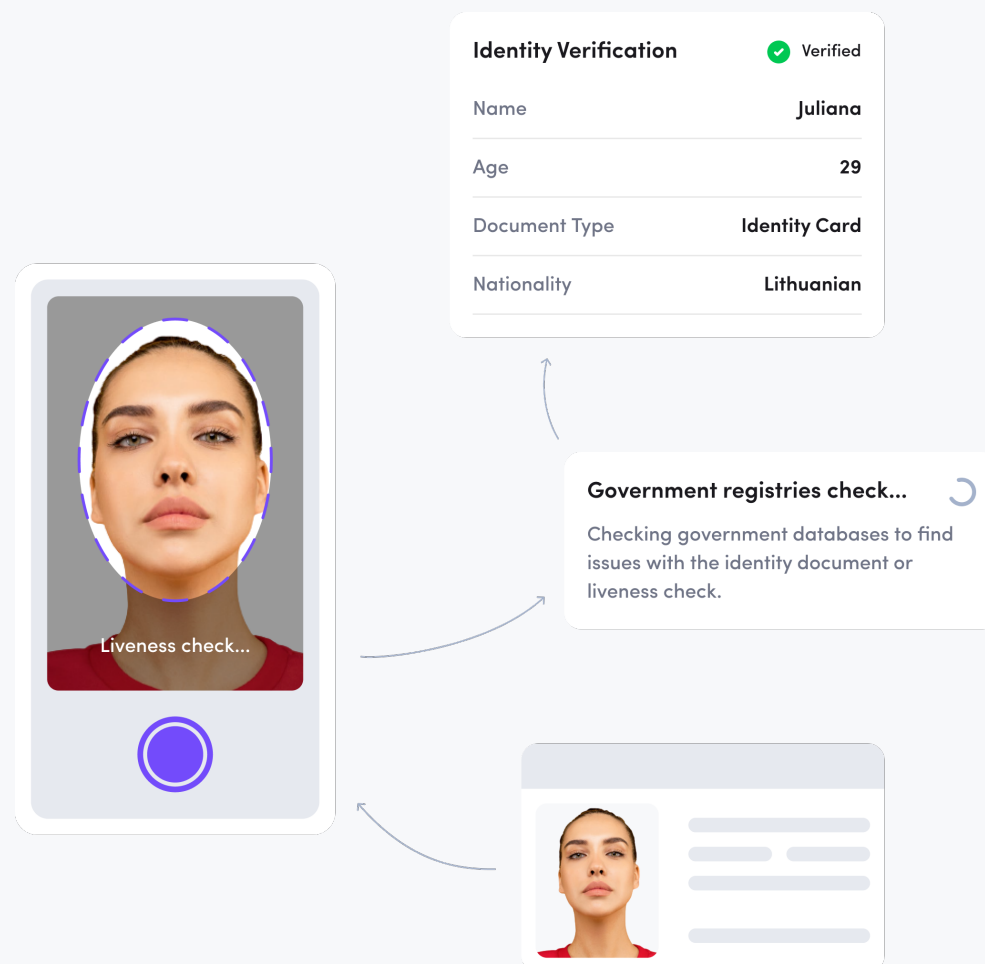
Currently, iDenfy performs automated ID verification and liveness checks powered by biometric technology to ensure the person uploading the document is legitimate.

Cherry Servers chose iDenfy's solution for a straightforward integration process without any technical difficulties.

This switch from more typical security safeguards, such as 3D Secure, allowed Cherry Servers to ensure inclusivity.

iDenfy extracts and verifies data from more than 2,500 identity documents across 190+ countries.

The software is backed up by in-house experts who review each verification in real-time, ensuring complete accuracy.



Results

- ✓ iDenfy helped increase conversions.
- ✓ iDenfy reduced fraudulent payment activity.
- ✓ iDenfy minimized chargeback request numbers.
- ✓ iDenfy ensured availability on mobile and desktop devices.
- ✓ iDenfy guaranteed compliance across all operating countries.
- ✓ iDenfy solved the verification issue for countries where 3D Secure isn't available.
- ✓ As a result, IPRoyal achieved a 33% reduction in fraud.

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Fraudulent activity and constant chargeback requests were making our credit rating plummet. **iDenfy's solution solved this issue, reduced fraud, and helped us improve our conversions.**

Dovilė Minkevičienė, Customer Success Manager at Cherry Servers