

Case study

iDenfy



lowered KYC/AML costs

simplifying compliance workflow management with automation



faster verification time

reducing fraudulent attempts to bypass KYC via a user-friendly interface

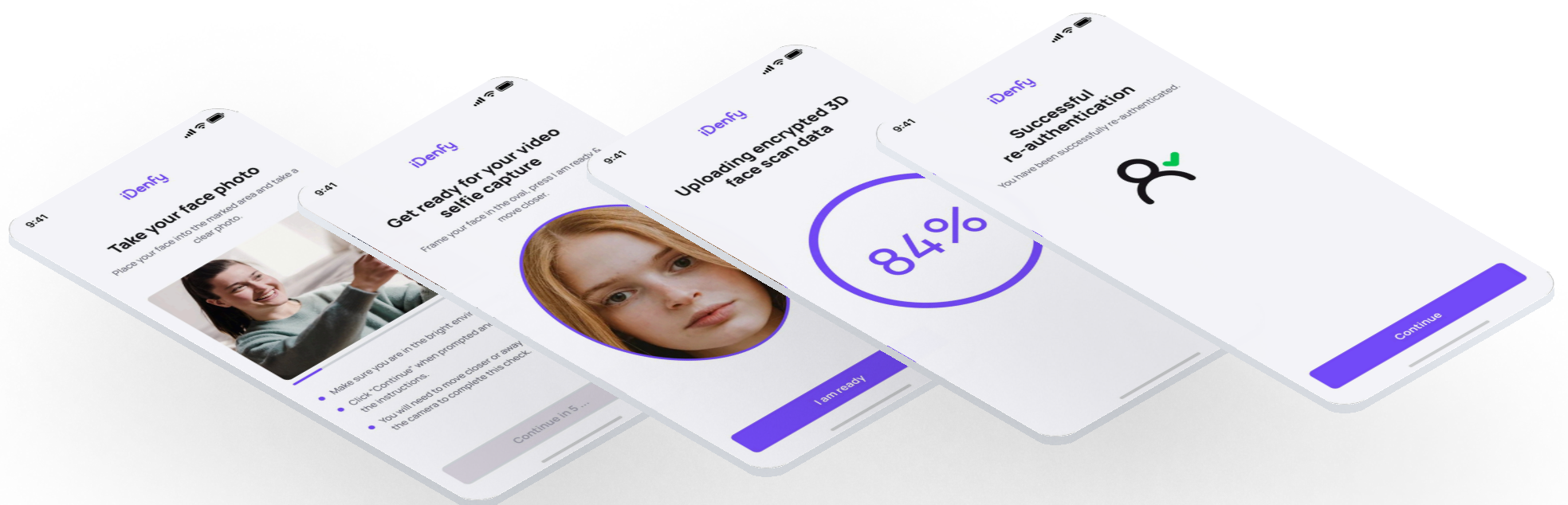
About Rebell Pay

Rebell Pay is an instant cross-border payment transfer platform offering competitive rates for P2P transactions, including convenient cryptic-to-fiat exchanges.

The company provides users with a fee-free account and tools like virtual cards to receive, hold, and spend money easily on the app.

Rebell Pay has proven to offer minimal formalities and no additional fees for payment transfers over the years. Their services are simple and centered around a user-first mindset.

It takes only a few minutes at most to make the transfer on the platform, no matter the currency or the recipient.



Challenges

Rebell Pay wanted to scale faster and improve identity verification pass rates while identifying potential hazards and AML red flags more accurately.

This included risks like individuals suspected of criminal activity, high-risk sanctioned entities, and Politically Exposed Persons (PEPs).

For that, an ideal scenario was a pre-screening or fraud prevention solution with built-in AML checks running in the background.

Ultimately, it all boiled down to a few factors, such as the end-to-end aspect - if the solution could cater to both KYC and AML needs.

For Rebell Pay, this meant looking for a new multi-feature RegTech provider that could:

- Ensure regulatory compliance on a global scale.
- Reduce manual labor for the in-house compliance team.
- Improve the customer experience during identity verification.
- Detect AML red flags more accurately, preferably in real-time.
- Offer customization options for a different onboarding flow based on different jurisdictional requirements.



We wanted to build a fast and easy onboarding process that meets diverse requirements. Since our network consists of more than just domestic payments, we have to adhere to strict global and local regulations.

Paweł Karczewski, the CEO of Rebell Pay

Solutions

Rebell Pay wanted to take proactive steps to reduce fraud risks and improve the KYC process using automation.

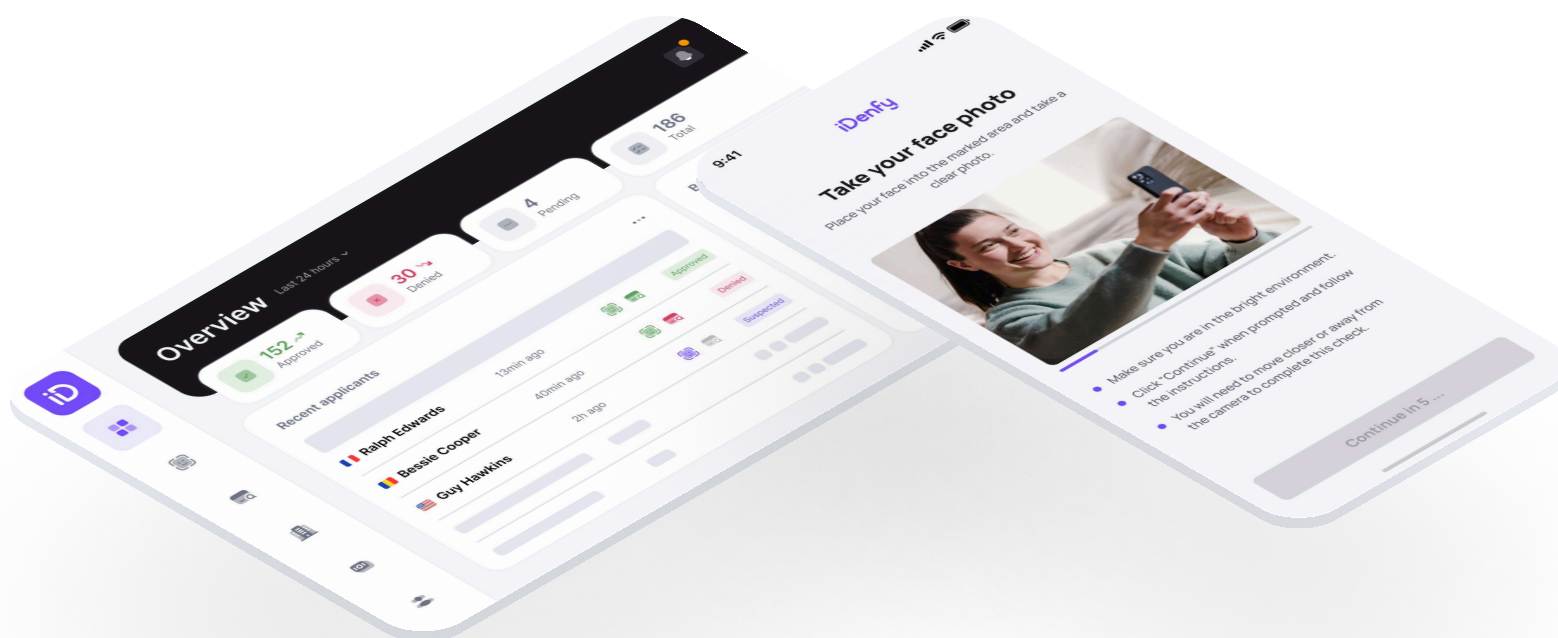
Why iDenfy?

- > Feature-rich KYC/AML platform
- > Fast onboarding times
- > Real-time AML alerts
- > High KYC accuracy rates
- > Global document base for scaling

The fastly-scaling payment platform implemented iDenfy's identity verification and AML screening solutions.

This allowed Rebell Pay to customize three key processes in a single dashboard:

- > Government-issued ID document verification: Automatically onboarding users from 200+ countries and territories in their native language.
- > Biometric verification with 3D liveness detection: Instantly comparing the user's portrait on their ID document with their real-time selfie snap.
- > AML screening and monitoring: Cross-checking users' personal data against global watchlists, sanctions lists, and PEP databases.



Results

With clear documentation and guided support from iDenfy's team, Rebell Pay switched to a fully automated compliance workflow.

By partnering with iDenfy, Rebell Pay:

- ✓ Tripled the speed of user verification, eliminating the chances of accepting fraudulent users.
- ✓ Created a user-friendly interface for both Rebell Pay's clients and in-house compliance specialists.
- ✓ Designed customized verification flows, combining both document and selfie checks, depending on the use case.
- ✓ Moved to a unified, fully automated platform for seamless compliance process management.
- ✓ Improved AML risk management, detecting suspicious behavior in real-time.
- ✓ Streamlined enhanced due diligence and reduced manual reviews, saving the compliance team time.

This enabled Rebell Pay to stay compliant, reduce fraud in cross-border payments, and cut KYC/AML costs by 15%.



We don't need manual inspection checks because iDenfy's solution detects mismatches based on the ability to read the MRZ zone, barcodes, chips, etc. This is why we now have scalable, automated verifications, with proper AML screening on top.

Paweł Karczewski, the CEO of Rebell Pay