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Onfido launches global Identity Verification on Salesforce AppExchange to bring streamlined digital onboarding to banks

Onfido's new application for document and facial verification helps banks simplify digital onboarding and deliver customer-centric digital experiences.

LONDON and SAN FRANCISCO, December 12 2017: Global identity verification provider Onfido announced that it launched its remote onboarding platform on the Salesforce AppExchange. The first document and facial verification tool to partner with the world's leading Customer Relationship Management (CRM) platform, Onfido's customer onboarding will now be directly available to Salesforce's customers in the Financial Services Cloud and beyond. The new partnership was spotlighted during the Financial Services Keynote address at Dreamforce 2017 to over 10,000 attendees in the room and online.

Integrated with the Salesforce Platform and Financial Services Cloud, Onfido's Identity Verification product is currently available on the AppExchange at <https://appexchange.salesforce.com/listingDetail?listingId=a0N3A00000DmgR7UAJ>

Onfido's Global Identity Verification

Onfido offers financial businesses a scalable and secure way to meet Customer Due Diligence (CDD) requirements. With just a photo of an identity document and a "live" selfie, users can confirm their identity and gain access to a host of online services, including financial platforms such as Revolut and Square. Onfido's machine learning technology automates checks on over 600 documents across 192 countries, and is already used by over 1,500 customers worldwide.

The new integration will allow Salesforce Financial Services Cloud customers to digitally verify the identity of their customers and automatically attach the results to the customer record in Salesforce. By providing a clear audit trail directly in Salesforce, it will enable financial service providers to comply with regulatory requirements with more confidence and ease, while delivering a smooth onboarding experience to users.

“Over the last few years, there has been increasing regulatory pressure on financial services” explains Onfido CEO and co-founder, Husayn Kassai. “But as they continue the migration online, the processes for addressing that regulatory requirement are struggling to keep up. Outdated CDD processes mean the burden is often borne by the end-user, up to 40% of whom drop out of onboarding processes due to poor UX. Now, retail banks are able to offer a seamless onboarding experience to their users, while easily meeting and maintaining visibility over their compliance processes.”

Fundamentally, the integration enables financial services to interact more intelligently with their customers – something the Dreamforce Keynote stressed will be the defining factor as they seek to gain a competitive advantage. In a world where customer expectations are higher than ever before, but loyalty to financial services is low, tools that help banks get better connected to their customers are crucial.

Comments on the News

“Our vision is to unify an ecosystem of leading financial services technology partners.” says Rohit Mahna, SVP & GM of Financial Services at Salesforce. “By partnering with leading FinTech trailblazers like Onfido, we’re able to extend the capabilities of our platform and put customers at the center of these new experiences.”

“Salesforce is famous for developing innovative tools for managing and engaging customers”, says Onfido CEO, Husayn Kassai. “We are thrilled to be the first identity verification tool to integrate with the world’s best customer relationship platform. Together we have a vision for bringing banks into the digital world and opening up access to financial services to untapped customer bases without compromising on security and fraud protection.”

About Salesforce AppExchange

Salesforce AppExchange, the world’s leading enterprise cloud marketplace, empowers companies to sell, service, market and engage in entirely new ways. With more than 4,000 solutions, 5 million customer installs and 70,000 peer reviews, it is the most comprehensive source of cloud, mobile, social, IoT, analytics and artificial intelligence technologies for businesses.

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About Onfido

Onfido builds trust in an online world by helping businesses digitally verify people's identities. Using machine learning technology, Onfido validates a user's identity document and compares it with their facial biometrics. The identity can then be cross-referenced against international credit and watchlist databases. Founded by three entrepreneurs from Oxford University, Onfido has received over \$60m in funding from investors including Microsoft Ventures, Salesforce Ventures and Idinvest Partners. We carry out checks in 192 countries for global customers including Zipcar, Revolut and Square.

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