



# Merchantrade selects IDEMIA's Identity Proofing Platform to Enhance Secure Onboarding of Mobile Customers

IDEMIA's advanced customer onboarding technologies will support quick and secure registration of Merchantrade Money and eRemit mobile app users

# PAYMENT

# IDENTITY

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IDEMIA, the global leader in Augmented Identity, has been selected by Merchantrade, Malaysia's leading Money Services Business Operator and e-money player, to enhance the onboarding of customers for two of its mobile-enabled services. Merchantrade will leverage on IDEMIA's Identity Proofing Platform to enable quick and secure registration of mobile customers on its digital multi-currency ewallet, Merchantrade Money, and its app-based remittance service, eRemit.

IDEMIA's Identity Proofing platform offers enterprises powerful and robust identity verification capabilities that enable them to know, trust, and verify their customers' identities. This process is completed using real-time biometrics and ID document capture via a customer's own smartphone. Once a user submits their data, their biometrics and ID information are then extracted, authenticated and verified using IDEMIA's artificial intelligence algorithms.

*IDEMIA is dedicated to support FinTechs around the world to differentiate their customer onboarding journeys. We are pleased to work with Merchantrade to innovate the way they identify, verify and onboard customers, which will help users open their accounts in just minutes.*

Christophe Lambinon, APAC Vice President of Digital business, IDEMIA

For Merchantrade, IDEMIA's solution digitalizes the user registration process by verifying ID documents and biometric facial recognition in real-time for users from all countries through their smartphones, while also ensuring total security. By enabling Merchantrade to onboard customers with verified identities anytime and anywhere, the Identity Proofing Platform helps the company sharpen its focus on enhancing its core businesses of digital cross-border money transfers, foreign currency exchange and e-money services.

*At Merchantrade we are dedicated to quality and innovation, which is reflected in our products and solutions created to suit our customers' needs. Whatever we offer, we strive to ensure it fits to the lifestyles and needs of our customers. We constantly push the boundaries of innovation, always looking to bring the latest technology to our products and services to enhance our offering and the customer experience but with no compromise on*

*security. That's why we are very pleased to be working with IDEMIA a global leader in identity-related security services. Their solution will reinforce trust in our mobile-based ID authentication regime. The benefits of IDEMIA's system are far-reaching for Merchantrade. It allows us to offer a truly safe and secure customer-centric solution, differentiating ourselves in a competitive market and speeding up the onboarding and activation process for first-time users.*

Ramasamy K. Veeran, Merchantrade's Founder and Managing Director

Merchantrade is one of Malaysia's leading Fintech companies with multiple digital products and over 1000 physical touchpoints nationwide via its network of branches, agent locations and cash-in cash-out merchants.

**About us** - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors. With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit [www.idemia.com](http://www.idemia.com) / Follow @IdemiaGroup on Twitter

**About Merchantrade** - Merchantrade Asia is Malaysia's premier fintech company offering cross-border money transfers, mobile money and electronic payments service provider. The company's core business centres on international money transfers, foreign currency exchange, wholesale banknotes, ewallet, payment gateway, mobile telecommunications as well as micro insurance.

Merchantrade operates 98 branches, 2 main wholesale banknote trading hubs and more than 500 agent locations throughout Malaysia. Its award winning digital platforms such as eRemit mobile money transfer app, available in both Malaysia & Singapore allows for seamless worldwide personal money transfers and Merchantrade Money an app and card-based digital wallet that offers a range of digital financial services, including multi-currency wallet solution, digital payments, remittance services, currency exchange, mobile reloads and more.

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



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