

# Power trust with My Digital ID from Acuant

Transform your identity framework with Acuant's My Digital ID  
and Azure Active Directory verifiable credentials



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## Are you meeting client needs in this vast, transactional digital landscape?

### Establish trust from anywhere on demand

The introduction of verifiable credentials in Microsoft Azure AD allows companies to establish trust without sacrificing data privacy. Verifiable credentials help you build solutions that empower customers to manage their own data. With My Digital ID, Acuant joins the directory to help redefine identity verification and puts users in control of their own data. Our instant multi-factor authentication credential facilitates frictionless onboarding, eliminates security concerns and protects the personal data and privacy of users—all in one digital wallet.



**Demand for convenient digital transactions:** With the acceleration of digital transformation, customers are demanding frictionless digital experiences and seamless transactions.



**Growing regulatory compliance standards:** Organizations must be current with increasingly complex regulations, AML and KYC compliance and data privacy or risk costly fees.



**Increased threat of identity fraud:** There are now more ways to be fraudulent online than ever. You need to be sure the person you're transacting with is who they claim to be and understand any associated risk.

## Discover a comprehensive platform for identity verification, fraud prevention and compliance

### Fast, accurate and secure ID verification

Delight customers with a decentralized identity verification system that allows them to verify once and use everywhere.

### Fraud prevention with global reach

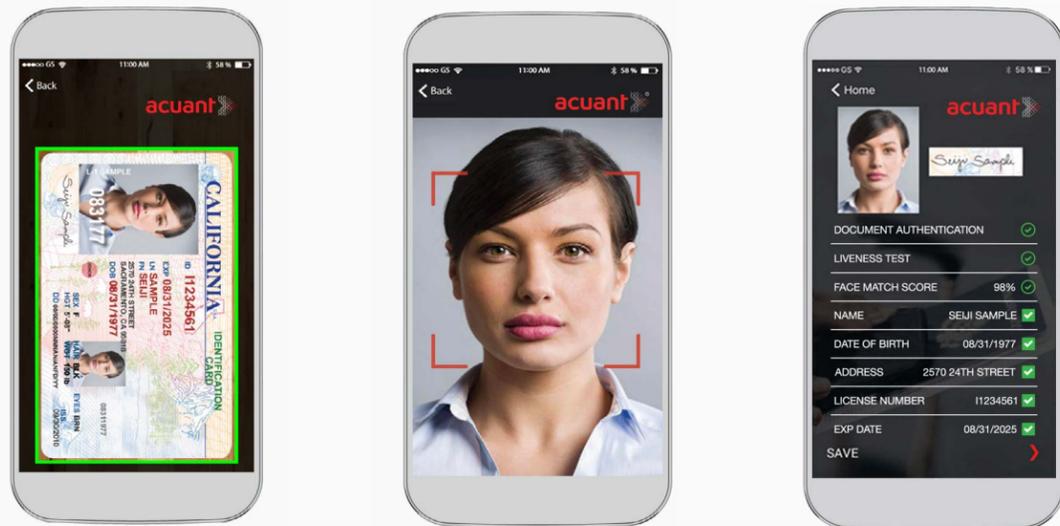
Catch and prevent fraud by reducing unknowns and addressing every level of risk for every industry while supporting global transactions that protect user privacy.

### Easy-to-manage compliance

Everything you need in one comprehensive platform with easy-to-manage AML, audit-ready compliance.

## Redefine your identity framework with powerful technology

Acuant's verification solution is omnichannel, scalable and secure with AI technology that provides document and biometric authentication with liveness tests to truly verify if a person is who they say they are.



## Fast, accurate and secure ID verification

### Meet customer demands for convenience without sacrificing security

Verify a person is truly who they say they are with Acuant's automated My Digital ID and layered identity verification to reduce secondary review and onboarding fraud so you can seamlessly onboard and re-verify new users. A decentralized identity system can unlock a new set of experiences that gives users and organizations greater control over their data—and delivers a higher degree of trust and security for apps, devices and service providers. Deliver a positive user experience with easy-to-integrate technology that puts trusted consumers ahead of their competition while adding checks to suspicious users to keep your business moving forward.

## Fraud prevention with global reach

### Leverage accurate risk decisioning and real-time risk monitoring for reduced transactional fraud

Utilize AI and machine learning for industry-relevant rule-setting, accurate risk decisioning and real-time risk monitoring to address every level of risk for every industry. Support remote transactions from any location and device globally and reach the majority of the world's population with document-centric, biometric and data-driven identity verification.

### Designed with privacy in mind

The introduction of [verifiable credentials in Active Directory](#) allows businesses and users to establish trust without sacrificing data privacy, changing the way we grant permissions to access information. With My Digital ID by Acuant, users have full control over their personal data and can manage credentials in one digital wallet.



### Create Your Digital Identity Once, Use It Everywhere

Identity verification with Azure AD and Acuant means that once verified, credentials can be used to prove an identity across different organizations. Imagine a digital wallet, it's as simple as that - My Digital ID card.

It only takes a few minutes. Get started here:



# Easy-to-manage compliance

## Everything you need in one comprehensive platform

What if all you needed to fulfill complex compliance requirements was in one accessible place for analysts, auditors and internal compliance teams? Acuant offers a single, complete solution that features compliance alerts, case management, SAR filing and more—all of which are easy to navigate with intuitive user interfaces.

### End-to-end AML compliance

Benefit from a complete AML compliance solution that includes KYC, KYB, Sanctions Screening and Transaction Monitoring processes that additionally comply with the Bank Secrecy Act (BSA) and global regulations such as PSD2 and GDPR.



## CASE STUDY

# Mercari

### Challenge

Mercari is a customer-to-customer ecommerce marketplace. Customer protection and security against potential fraud is their #1 priority. It is essential for Mercari to adopt a secure Know Your Customer (KYC) program to efficiently onboard customers, reduce risk and stay ahead of regulations. The risk of payment fraud (credit card chargebacks), buyer and seller collusion (potential money laundering schemes), counterfeit goods and bad actors rose prominently with the significant increase in their growing customer base.

### Solution

Mercari needed a solution that could manage and mitigate the risk of fraudsters in real time. Mercari chose Acuant for automated KYC to provide an improved customer experience with faster and more secure onboarding. They needed to meet KYC compliance requirements, fight fraud and enhance their transaction monitoring and security capabilities. Manual processes were replaced with automated tools bringing accuracy, efficiency and speed.

### Results

The partnership with Acuant has led to KYC processes being implemented that minimize friction for customers, guarantee compliance commitments and, importantly, mitigate the risk of fraudsters. Mercari's customers have the freedom to transact on their devices knowing that their data and privacy are being protected, and Mercari can ensure a trusted and secure marketplace for their users.

## Establish trust wherever and however your customers want to transact

With Acuant's My Digital ID in Azure AD verifiable credentials, your customers can now choose how, when and with whom they share their personal data. They can control what they need to share, manage who sees what information and utilize encryption via user-friendly QR codes in order to transact, transforming identity management as we know it. Discover the impact of one identity platform that empowers you to establish trust anywhere in the world—in seconds.

[Learn more about My Digital ID](#)

[Learn more about Azure AD verifiable credentials](#)

