Marc Barach
Chief Marketing Officer
Corporate Overview

Headquarters: Palo Alto, CA
Incorporated: 2010
Employees: 320
Offices: London, Vienna, Linz, Jaipur
Funding: $60M
Key Investors: A16Z, Citi Ventures, Eduardo Saverin
Online transactions are universal

Cameras are universal

Efficiency, Accuracy, Security

200+ MILLION MOBILE TRANSACTIONS

1.4 BILLION SMARTPHONES

1 BILLION PICS PER DAY


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Jumio and the Financial Services Industry

Providing an efficient, accurate and customer-friendly way to:

- Meet KYC and other regulatory requirements
- Provision new mobile and desktop customers
- Reduce mobile shopping cart abandonment

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Verification at Account Creation

1. Consumer selects ID type and country; Merchants can choose document types required

2. Consumer holds up ID/document for scanning

3. Consumer takes snapshot of their face (Optional)
Unique combination of technology & document expert review

Authenticates ID Documents From Over 120 Countries

SECURITY FEATURES CHECKED INCLUDE

- Layout & positioning check
- Font comparison
- Microprint analysis
- Hologram check
- MRZ code checks
- Known forgery review

MOBILE PAYMENT ENTRY TIME: 6
Identifies Image Manipulation
Credentials Management

Comprehensive Backend Portal

- Secure record storage/access
- Business process rules and settings
- No paper records
- Customer data is automatically extracted from the document
Solving Mobile Shopping Cart Abandonment

BAM CHECKOUT
Mobile checkout in seconds, not minutes

Why BAM?
B_{14}Al_{0.75}Mg_{0.75}

BAM is a compound of Boron, Aluminum, and Magnesium which produces the least amount of sliding friction of any substance in the world.

It's all about eliminating friction!
The Problem: Checkout Friction & Poor Mobile Experience

66% of users abandon mobile forms

Too many fields
Small form factor
Time consuming
Poor brand experience

47% checkout process took too long
41% of card entry was too difficult
23% purchase would not go through

Are you losing 2/3 of your mobile customers?

The 2013 Consumer Mobile Insights study released on May 9, 2013 was conducted online within the United States by Harris Interactive on behalf of Jumio from March 22-March 26, 2013 among 2,130 adults ages 18 and older (of whom 1,261 are smartphone/tablet users) ©Jumio 2013
New Anti-fraud Processes

Turns “person-not-present” transactions to “person-present”

- Reduce fraud-related chargebacks
- Bona fide “card must be present” solution
- Utilize card image in chargeback remediation

Crosscheck is done comparing name on driver license with name on credit card

Any inconsistencies are flagged immediately
What’s Next?

- We are at the beginning of a new trend wherein the majority of online and mobile interactions/transactions will require ID authentication.
- Digital IDs will become as necessary and as prevalent as email accounts.
- ID authentication will initially augment and eventually replace username/password authentication.
- Digital IDs will be accepted in the physical world.
- The winning approach will not be to create a new ID protocol but to leverage IDs already being issued by accredited regulatory bodies.
- Fraud expense will decrease and resultant savings will be passed to transacting consumers.
Thank you!

Contact Info:
Marc Barach
Marc.barach@jumio.com