

## **Intesa, a Kyndryl Company, and Trustfull together to enhance the security of digital onboarding**

**Turin, 17/10/2023** - Intesa, a Kyndryl Company, a qualified trust service provider designing solutions and delivering services for the digitization of business processes, and Trustfull, a digital risk analysis platform, have initiated a collaboration to enhance the assurance of the customer onboarding process. This collaboration integrates digital scoring as an additional security layer to remote identification processes.

The synergy between the two companies comes at a crucial moment of focus on onboarding processes in the financial services sector. On June 30th, the new guidelines from the European Banking Authority (EBA) concerning remote identification procedures for anti-money laundering came into effect.

Trustfull's digital scoring service, integrated with Intesa's digital onboarding services, analyzes significant parameters related to customer contact information (such as email and phone number). It detects and correlates about 300 digital signals collected from public sources, highlighting factors that may indicate a potential false identity or the risk of identity fraud. The user, even in the case of a SPID digital identity, is assigned a "reliability score," calculated using artificial intelligence and machine learning systems, allowing for additional manual verifications if necessary.

The service can be used both following a SelfID-guided identification and after an identification with SPID or CIE. The integration between Intesa and Trustfull provides additional security to remote identification processes, enhancing the ability to detect and report identity theft or fraudulent profiles.

Giuseppe Mariani, General Manager of Intesa, comments: «Digital criminals update the tools and techniques they use. Therefore, security systems must be constantly improved. This collaboration allows us to offer our customers an even more secure and reliable solution. The reinforcement of measures in onboarding processes is also in line with what the regulator has indicated in the banking sector, where the latest EBA guidelines specified the need to implement additional control measures»

Marko Maras, CEO of Trustfull, adds: «Our company is born to support anti-fraud and anti-money laundering strategies for financial services and beyond. The opportunities offered by digital footprints and AI in this field are enormous. The collaboration with Intesa, which shares with us the importance of 'trust' in the digital age, further confirms how our silent checks can help improve the customer onboarding process and reduce identity frauds»

The integration of Trustfull into Intesa's remote identification processes marks a new chapter in digital security innovation in the financial sector and beyond, with significant tangible benefits for customers.

## About Intesa, a Kyndryl Company

Intesa, a Kyndryl Company is an Adaptive Solution Provider and a Certified B Corp. For more than 35 we have been digitizing business processes and trust services using a modular digital architecture, in which "micro-services" are combined to develop comprehensive and functional solutions, meeting the requirements of digital regulations, ensuring technological stability and security, and taking business sustainability into consideration.

We use design methodologies (Service Design, Design Thinking, Co-Creation) and the most innovative and up-to-date technologies to design our solutions: from high-performance data centers to Artificial Intelligence, blockchain and OCR.

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## About Trustfull

Trustfull is a real-time risk decisioning platform based on digital footprints. Utilising silent checks on multiple signals including phone number, email address, IP address, device, and browser, Trustfull helps companies across different industries assess risks and provide a safer online experience. Main use cases include: KYC, AML, Account Takeover, Promo Abuse and Transaction Monitoring.

For more information: [press@trustfull.com](mailto:press@trustfull.com) [www.trustfull.com](http://www.trustfull.com)

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## **Intesa, a Kyndryl Company**

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Intesa, a Kyndryl Company has been accompanying customers for 30 years in the digital transformation of business processes, helping them to communicate securely on the network and integrating their processes with global trading partners.

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SaaS services and solutions are provided from an end-to-end perspective: from data exchange and collaboration portals to document management, from electronic signature to goods traceability and certification of deliveries, from electronic invoicing to standard storage, Intesa stands as single point of contact throughout the supply chain.

- Certification Authority da AgID
- Conservatore Accreditato
- Trust Service Provider (eIDAS)
- Certified PEPPOL Access Point (AP)
- Gestore Posta Elettronica Certificata
- Servizi Fiduciari di Identificazione Digitale SPID
- Competenze normative digitali
- Data Center IBM certificati
- Cloud computing

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