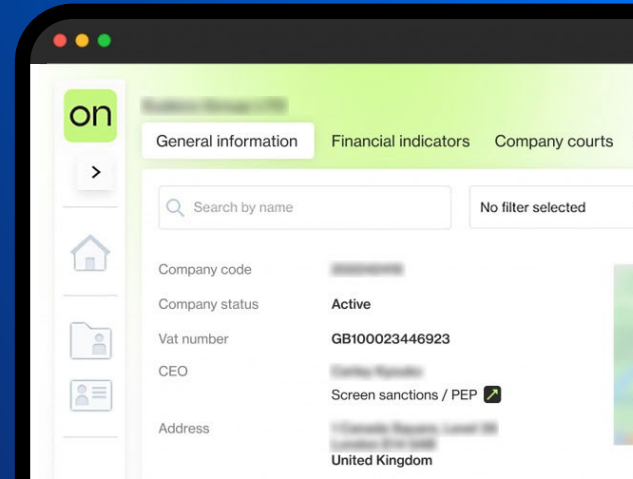


Case Study

Ondato Supercharges Digital Verification with SHIELD Device ID and Intelligence



"Fraud syndicates are using thousands of fake devices and accounts to drive deepfake attacks. With SHIELD AI's Device ID, we're able to tie these activities back to the same device with over **99.9% accuracy**, uncovering sophisticated fraud rings. This adds a powerful layer of real-time device intelligence to our solution, enabling faster, more seamless onboarding for real users."

Liudas Kanapienis
CEO & Co-Founder, Ondato

Key Takeaways



99% Drop in false positives



90% Improvement in identity verification efficiency



Unlocked expansion into highly regulated industries

The Challenge: Combating AI Fraud and Ensuring Compliance

In highly regulated industries such as online gaming, digital banking, and crypto, businesses must balance security, compliance, and user experience. Traditional identity verification (IDV) often relies on repeated checks, leading to high costs and frustrated customers.

Ondato maintains security with liveness detection and biometric checks while optimizing IDV for its clients by eliminating long waits and unnecessary steps. However, fraudsters are evolving. They use deepfakes, AI-driven attacks, hooking, device resets, and other tactics to manipulate IDV processes at scale. For age-restricted platforms, deepfake fraud poses an even greater risk. Failure to detect these attacks could allow underage users to gain access, exposing businesses to regulatory and compliance issues.

Customer Profile

Ondato is a global leader in identity and age verification and compliance solutions. It provides businesses with the fastest AI-driven KYC, AML, and age compliance services. Its comprehensive platform ensures seamless onboarding, regulatory compliance, and fraud prevention across various industries.

Industry

Digital Identity Verification

Region

Global

SHIELD + Ondato = Smarter, Strong Identity Verification

To stay ahead of these threats, Ondato partnered with SHIELD, leveraging its **device-first fraud intelligence**. By partnering with SHIELD, Ondato optimizes its identity verification (IDV) offering deeper fraud insights at onboarding, reducing false positives, and improving detection efficiency for highly regulated industries.

SHIELD's Device ID persistently and accurately identifies every unique device, flagging those associated with suspicious activities, such as those linked to multiple accounts or leveraging malicious tools. These insights empower Ondato to fine-tune its verification process – accelerating onboarding for legitimate users while ensuring that potential fraudsters face additional scrutiny. This result is a frictionless yet secure experience for Ondato's clients.

With SHIELD, Ondato can detect and counter advanced fraud tactics without disrupting the user journey, including:

- **Deepfake & hooking attacks:** Identifying fraudsters using hooking technology to render deepfake videos across different identities and accounts
- **Frequent location changes:** Flagging location & login inconsistencies
- **Device resets:** Recognizing fraudulent devices even after factory resets
- **App Cloning:** Uncovering cloned versions of the app used for multi-attacks
- **Malware & App Tampering:** Detecting compromised devices running modified or malicious apps

By enriching Ondato's IDV process with detailed device intelligence, SHIELD ensures that every verification decision is backed by real-time insights. This results in faster, more accurate onboarding while safeguarding both compliance and user trust.

Privacy-Preserving Compliance

With increasing global privacy regulations such as GDPR and CCPA, businesses must ensure compliance while maintaining fraud prevention capabilities.

SHIELD seamlessly complements Ondato's stack without relying on personally identifiable information (PII). This helps them skip compliance and regulatory hurdles and focus on delivering a fast, privacy-secure identity verification experience.

The Future of Identity Verification

In today's rapidly evolving digital landscape, trust and security are paramount. Ondato and SHIELD are redefining how businesses approach digital identity verification and fraud detection.

- **Proactive Fraud Detection:** With SHIELD AI, Ondato now boasts a multi-layered defense against sophisticated threats like deepfakes. These deeper insights enhance fraud detection and empower Ondato to continuously refine its verification processes, ensuring greater accuracy for its clients.
- **Cost Optimization:** Ondato's identity verification eliminates redundant checks, reducing operational costs. SHIELD further optimizes costs by lowering false positives, minimizing verification errors, and reducing unnecessary rechecks.
- **Market Expansion:** With SHIELD's privacy-secure approach, Ondato has expanded its clientele in highly regulated industries, helping even more platforms in the adult content and iGaming world meet strict compliance requirements while ensuring secure and seamless user experiences.

With SHIELD's device-first approach and Ondato's streamlined IDV solution, businesses can onboard legitimate users with confidence while staying compliant in an evolving digital landscape.

SHIELD is a device-first fraud intelligence platform that helps digital businesses worldwide eliminate fake accounts and stop all fraudulent activity.

Powered by SHIELD AI, we identify the root of fraud with the global standard for device identification (SHIELD Device ID) and actionable fraud intelligence, empowering businesses to stay ahead of new and unknown fraud threats.

We are trusted by global unicorns like inDrive, Alibaba, Swiggy, Meesho, TrueMoney, and more. With offices in San Francisco, London, Berlin, Jakarta, Bengaluru, Beijing, and Singapore, we are rapidly achieving our mission – eliminating unfairness to enable trust for the world.

For more information, visit shield.com.

