Client: PlataYa
Web: plataya.com.ar
Country: Argentina
Industry: Banking

Implemented Solution:

A solution that allows remote transactions by validating a digital identity through secure process.

PlataYa

Secure Onboarding Process®

About Plata Ya

Tarjeta Plata is an Argentine fintech with widespread recognition within the national market. Born shortly before the Internet, the company was able to stay afloat despite the ups and downs of the changing economy by applying the lastest technology to make a positive impact on their business. With more than 25 years of history, today they have more than 20 offices across the country.

The Challenge

The company wanted to apply an Internet strategy into their business model, since they were only using it for marketing actions. Anyone who wanted to take out a loan, had to go to a physical office with their ID, a utility bill and a paycheck stub. That process lasted between 45 y 60 minutes and the payment was to be withdrawn physically from the office. PlataYa, was looking for a solution to validate the identity of people in a remote and secure way, as well as to reduce the time of registry and diminish the transactional friction.

Provided Solution

The developed app includes the VU's onboarding process which allows people to access loans with only a photo of the ID and a selfie. It is a solution that protects the information of the user and complies with the requirements estalished by the National Law of Personal Data Protection. Thanks to the implementation of Artificial Intelligence (AI) developed by Microsoft, the process now lasts only 5 minutes. The app has been working for a year and has registered 30,000 downloads, 10,000 clients and has delivered 2,000 loans.

Implemented solutions

Secure Onboarding Process®

It manages the citizens' life cycle during the digital transformation process. It allows the remote authentication from any device where the camera can be used.

- Robust security controls
- Configurable and customizable with different services through APIs
- Can be integrated with API REST and WSD

It is customizable and modular: it enables the client to choose which functionalities are added in each stage of the process.

It offers a complete software solution that is easily scalable and integrable to the client's existing system.

It allows to create new functionalities to the existents apps without having to create a new one.

+10 years of experience in Cybersecurity

We develop cybersecurity solutions that digitally transform the market and **increase the business volume** with **lower operative risk.** We offer products for all the stages of the digital cycle of a citizen within the client's business and the possibility of **integrating any existent technology in a fast and secure way.** Our solutions are delivery free and speed up deployment times to exploit business opportunities in a pertinent time.

We are the only company within the region aligned to the good practices of international authentication as member of **FIDO Alliance, Tech Accord, OATH and OCF.** Founded in 2007, it has offices in **Argentina, Chile, Uruguay, Ecuador, Colombia, Costa Rica, Mexico and Peru.**

+ 14 Countries in LATAM   **+ 14** Innovative solutions

+180M Protected users   **+ 60** Partners

VU | Microsoft

VU has +80 clients in LATAM

VISA
TODO PAGO
BANCO PATAGONIA
Registro Nacional de las Personas

PRISMA medios de pago
HSBC
ASP
TINUVIEL

BANCO CREDICOOP COOPERATIVO LIMITADO
FRÁVEGA
falabella.
Diners Club INTERNATIONAL

Ministerio de Modernización Presidencia de la Nación
GLOBAL BANK
BANCO REPUBLICA
BANCO COMAFI Si te va bien, nos va bien.

Banelco
ICBC
Macro
Globant

OPTIC
Movil Red.
EL MERCURIO
7 ELEVEN

Biometrics

VU Face Recogn® Facial authentication

VU Voice Recogn® Proof of life

Secure Onboarding Process®

Remote authentication

Fraud Prevention

VU Fraud Analysis® Multi channel fraud prevention

VU Vault® Protection of encryption keys

VU Sign® Optimizes processes with digital signatures

CSIRT® Safeguarding business reputation

Identity Protection

VU App & Cloud Server® Validation of identification process

VU Mobile Tokens® Robust authentication of simple implementation

Liintu® Credentials administration from a single place

Management

VU AES® Simplification of tools for Customer Support

VU Comm® Safe messaging

VU Certificate® Administration of certificates to simplify processes

User Experience® Optimization of the user experience