

## Goldmoney®

IdentityMind's versatility empowers an online gold savings & payments network to grow revenue rapidly and safely, and gives them the agility to expand their business offerings with confidence.

Goldmoney Inc. is a financial technology company that operates a gold-based savings and payments network. Goldmoney signed with IdentityMind in 2014 and has been a customer for three years.

### The Problem

When Goldmoney launched, they manually refunded fraudulent payments and suspended their use. However, this was not a scalable process. They found that fraud and other illegal activities increased significantly through identity masking. It became evident that they needed a third-party solution.

### The Solution

IdentityMind provides Goldmoney with automated AML compliance and fraud reduction capabilities via the IdentityMind API.

### IdentityMind's Added Value

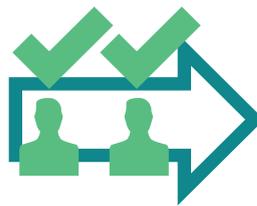
IdentityMind has enabled Goldmoney to:



Free up resources by scaling the IdentityMind platform.



Safely work with higher risk clients than is possible with manual processes.



Safely onboard approximately 1 million users around the world.



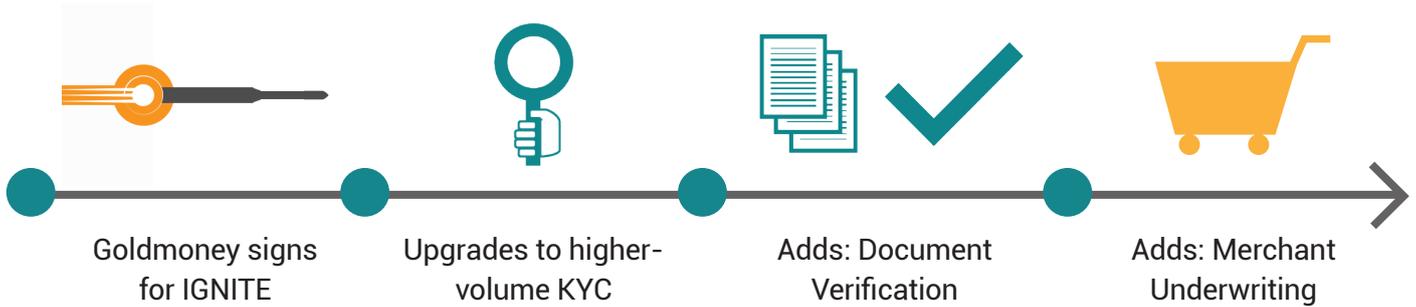
Expand banking partners thanks to BSA compliance beyond what was required.

### IdentityMind vs Competitors

Goldmoney considered a variety of onboarding solutions offering ID and IP verification, ultimately choosing IdentityMind due to its aggregation capabilities across ID, IP, email, and transaction history verification. They also liked IdentityMind's customizable rules.

## Customer History

Goldmoney started out in IdentityMind's Ignite program for startups. They quickly exceeded the program minimums and moved up to a higher volume KYC program. Over time they added Document Verification as well as Merchant Screening/ Underwriting.



“IdentityMind is a great solution for our company. The benefits of increased efficiency and resource allocation together with its customizability make it applicable to any direction you choose to take for your business. The IdentityMind team is also incredibly helpful, which is the icing on the cake.”

### SERGE PROSTRAN

Compliance Officer

Goldmoney Personal & Business Network

## We can help you grow too.

IdentityMind is a pioneer in automated compliance and fraud prevention for FinTech companies. Click here to see how the IdentityMind platform can protect your business as it grows to the next level.

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