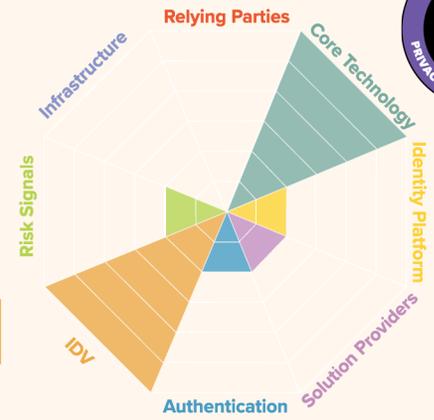




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BEAM: Identity Proofing & Verification / CLASSIFICATION: Luminary



Dedicated to innovation, collaboration, and customer experience, Prism Luminary Mitek empowers identity mainstays like Experian, Equifax, and Ping Identity to deliver privacy-enhancing and compliance-enabling solutions that fight fraud across the financial services, gaming, telecom, and marketplace sectors. Mitek was already an established industry standout in the document verification and fraud prevention space when it gave itself a biometric core technology and deepfake detection upgrade in 2021 with its acquisition of ID R&D. It further bolstered its technology and solutions portfolio by purchasing HooYu a year later, adding 3rd party signal orchestration and turn-key user verification journeys, allowing them to quickly become a leading market force in protecting identity elements with biometrics at the core.

Consolidated Identity Intelligence for User Risk Profiling

At the heart of Mitek’s vision for digital transformation is the concept of layered identity verification, which it has realized through its flagship MiVIP solution. MiVIP—short for Mitek Verified Identity Platform—is a highly customizable solution that can facilitate KYC journeys, user onboarding, and anti-fraud protection with the use of AI, biometrics, and automated document validation. MiVIP streamlines the collection process of foundational, historical, and contextual identity elements, coalescing them into a single, trust-based view of personhood for online verification. This gives businesses the ability to dynamically adjust and control their verification journeys based on their own risk tolerances.

Collaborating on the Future of Compliance

As new mandates take hold in the EU and the UK—like Europe’s EUDI regulation—Mitek is well-positioned to help businesses transition to the acceptance of eIDs and digital wallets. Mitek balances security and friction during an identity verification and that goes a long way toward helping businesses adapt to future regulatory requirements. Instead of juggling multiple vendors or patching together point solutions, MiVIP brings everything together under one roof—document validation, biometrics, liveness detection, and fraud intelligence—so organizations can keep the process frictionless for low-risk users and escalate protections only when they detect red flags. And with flexible integration options—from no-code to full API—companies can go live quickly and scale globally, prioritizing compliance without compromise.

Digital-First Customer Experience

On a fundamental level, online identity verification is tied to trust and security. And in an ever-changing regulatory ecosystem like financial services, that can be a high-stakes proposition that burdens the customer experience with undue friction. In 2019, when UK banking giant NatWest replaced its legacy identity verification system—a multistep process that took days to complete and involved visiting physical branches—with a real-time digital account opening process, it needed an agile compliance solution. Through its partnership with Mitek, the bank was able to deploy a wide range of identity verification technologies that enabled them to weed out fraud and protect consumers, all the while helping make good on its mission to improve customer experience. Secure, flexible, and compliant, Mitek offers a powerful trifecta in the digital age.