

Case study

iDenfy

TOPsport



saved costs on AML/KYC process management

using automated KYC, PEPs & sanctions checks & adverse media screening



increased pass rates

while switching to a fully automated player onboarding with age verification

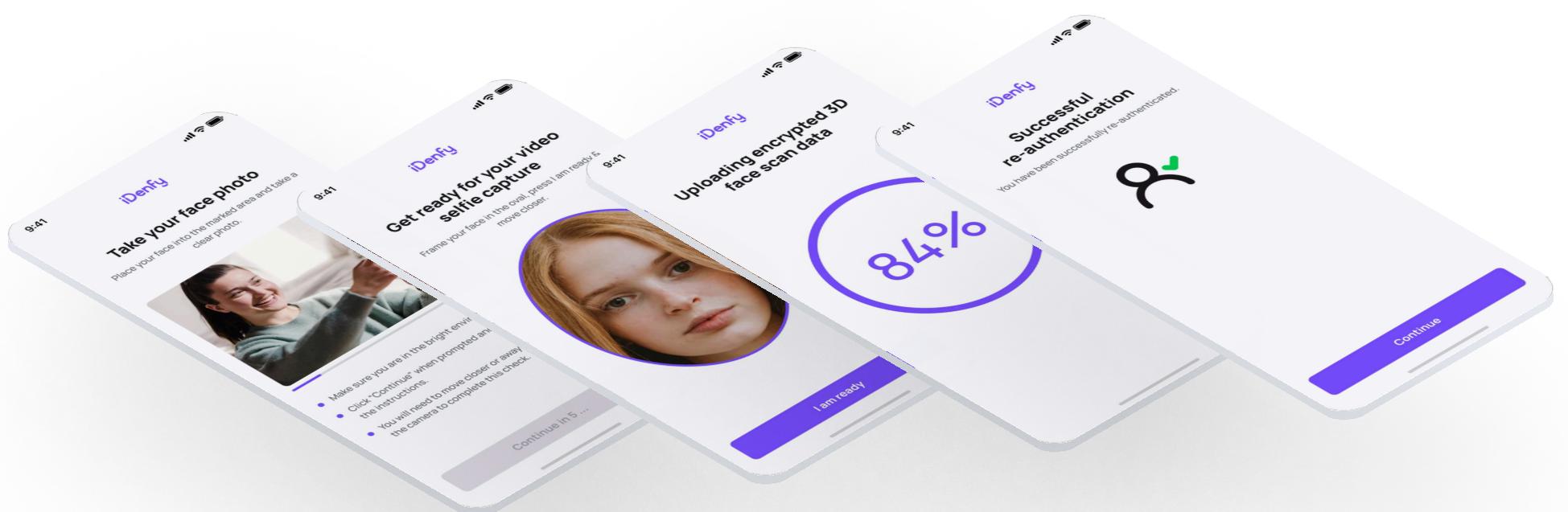
About **TOPsport**

TOPsport is a leading and the first-ever established iGaming, gambling, and betting company in Lithuania, with over twenty years of experience in the industry.

Starting as a traditional walk-in betting shop, it has grown into a diverse gaming hub, offering all sorts of casino-like games and sports betting opportunities.

The company has created a secure and responsible online gaming environment and established a large selection of traditional walk-in betting points and casinos nationwide.

TOPsport also contributes to the sponsorship of sports in Lithuania and currently supports the Lithuanian Basketball House and the Lithuanian Ice Hockey Championship, among other organizations.



Challenges

Since this is a heavily regulated sector handling large transactions, TOPsport aimed to increase security, safeguarding the player journey from start to finish, including the account creation process and what happens after the onboarding.

On paper, this seemed like a complex, multi-step process, especially if done manually. That's why the gaming company looked for RegTech software that could automatically extract personal information from a client's ID, including their date of birth for age verification.

KYC verification needed to be efficient and align with its risk management framework, which included both AML checks and standard ID document checks.

Players who were underage attempted to forge documents to access the platform or used their relatives' ID documents, among other fraudulent tactics, such as the use of bots or multi-accounting used for bonus abuse.



The new system needed to confirm that the person submitting the document was the actual account holder through liveness checks during the biometric verification stage of KYC. That's because spoofing was an issue.

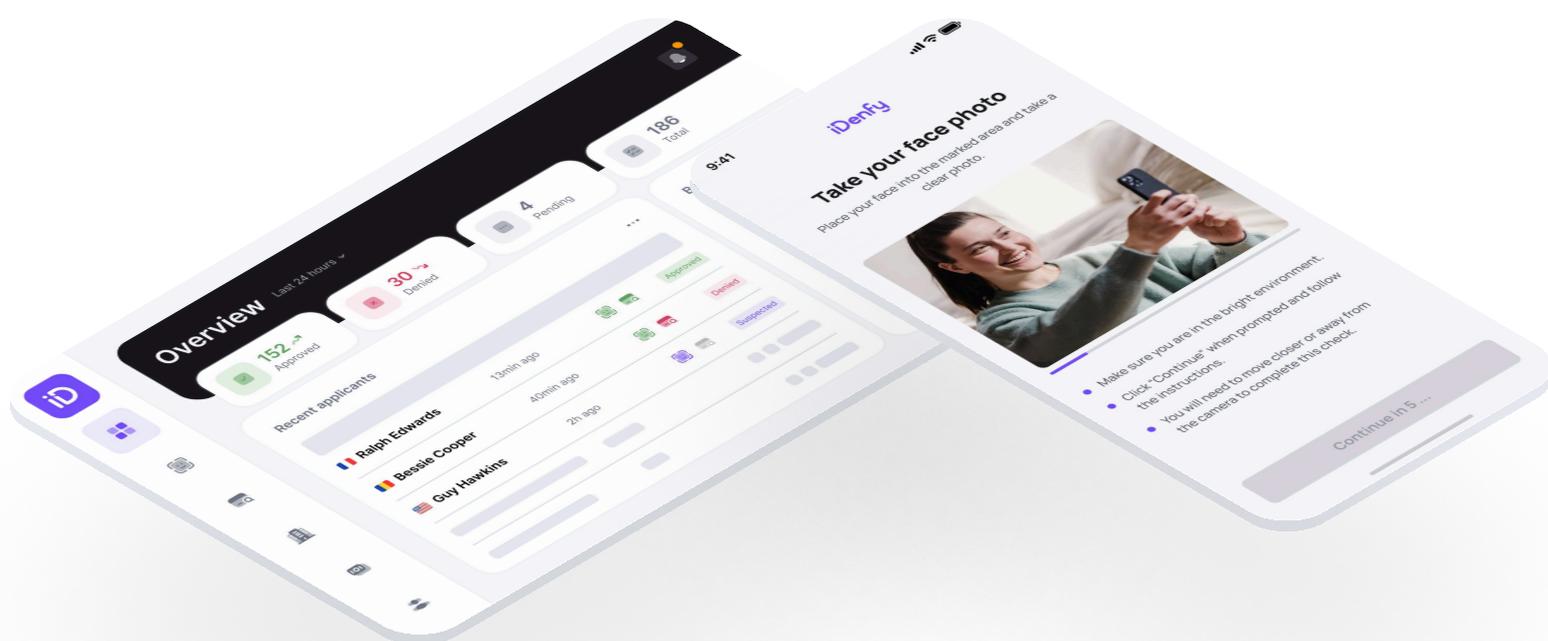
Dainius Gulbinas, the CEO of TOPsport

Challenges

Spotting all risk signals and suspicious data points and running AML screening in the background became time-consuming and required significant internal sources, especially when reviewing edge or high-risk cases that required extra due diligence.

TOPsport's KYC/AML strategy needed to focus on:

- **Verifying age** using automation to eliminate underage users.
- Performing **AML screening during onboarding** along with KYC.
- Conducting **ongoing monitoring afterwards** across multiple databases and global watchlists.
- Maintaining **accurate risk profiles** and audit logs for complete compliance.



Solutions

TOPsport integrated iDenfy's AI-powered **identity verification with AML screening and monitoring** to:

ID document checks + selfie verification

- **Streamline the onboarding** process, including age verification.
- **Improve KYC conversion rates**, reducing attempts to pass KYC unsuccessfully.
- **Spot fraudsters** and issues like fake IDs or masks in real-time.
- **Improve the overall experience** for genuine players.
- **Streamline PEPs and sanctions checks**, as well as **adverse media screening**, since the platform's average volume for AML monitoring is +5000 users daily.

Since partnering with iDenfy, TOPsport uses the following features:

- ID document verification with Auto-Capture and AI data extraction.
- Selfie verification with Liveness and Face-Matching.
- Age verification.
- Adverse media screening.
- AML screening (PEPs & sanctions lists).
- Ongoing AML monitoring.

Why iDenfy?

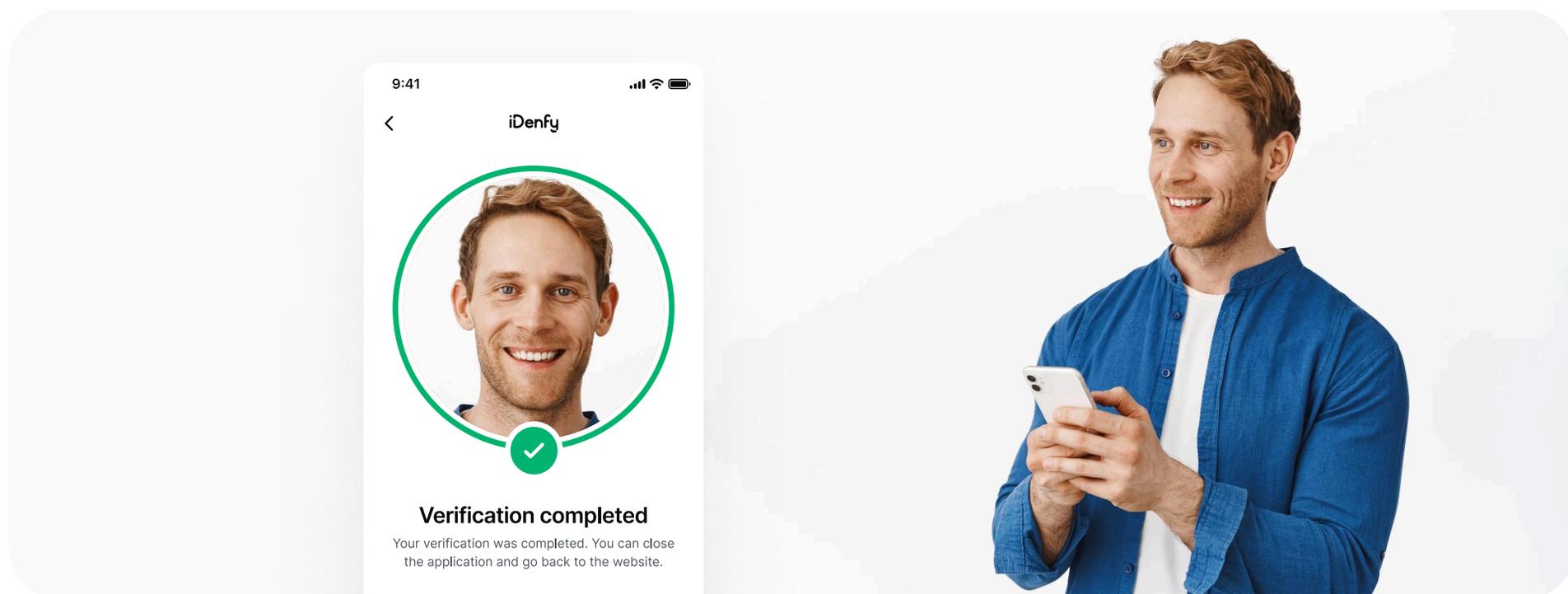
- **Accurate and real-time** risk management capabilities.
- **An intuitive dashboard** for managing both KYC/AML data with built-in audit logs.
- **Feature-rich software** for complete compliance, tailored for the iGaming industry.

Results

Since using iDenfy, TOPsport has reduced verification time significantly, fully automating the player account creation process and **increasing its pass rate to over 89%**.

By partnering with iDenfy, TOPsport also:

- ✓ Customized ID verification to match different use cases based on iGaming standards.
- ✓ Integrated an automated KYC flow to verify new players and prevent fraud, such as bonus abuse.
- ✓ Automated the age verification process to prevent underage gambling first-hand.
- ✓ Integrated real-time AML checks on top, minimizing drop-offs and boosting conversions.
- ✓ Switched to a user-friendly interface that holds both KYC and AML data for compliance officers.



Results

By partnering with iDenfy, TOPsport also:

- ✓ Automated real-time PEPs & sanctions checks, receiving alerts for AML hits.
- ✓ Simplified adverse media screening using keyword search in the same dashboard.
- ✓ Streamlined enhanced due diligence and ongoing risk management, reducing operational burdens.
- ✓ Minimized chances of having a backlog using AML screening automation for a volume of at least 5000 players daily.

This switch to a fully automated compliance framework helped TOPsport save at least 30% on AML/KYC process management costs.



Mandatory compliance tasks took too much time away from our other business initiatives that contributed to revenue growth. We couldn't afford a backlog, so we integrated iDenfy to create a KYC process allowing users to access their favorite games as quickly and smoothly as possible.

Dainius Gulbinas, the CEO of TOPsport