



GSMA
Open Gateway

IP IPification

Number Verification API

Tiger Brokers upgrades its authentication process

Case study for online trading using CAMARA-standardised Number Verification APIs – [View API Descriptions](#)

Business Problem

Online trading platform Tiger Brokers Singapore's authentication process was both cumbersome for customers and vulnerable to phishing attacks, increasing the risk of account takeovers. Security is a high priority for Singaporeans - 96% of are more likely to choose brands that prioritise their safety.

Impact

The enhanced security measures have had a positive impact on user engagement and satisfaction. Since integrating the API with IPification, Tiger Brokers has seen a 58% improvement in conversion rates for mobile registrations, with over 17,000 users adopting the one-click login feature.

Technical Solution

Mobile Operator Singtel in collaboration with IPification provided Tiger Brokers with a Number Verification API (based on the CAMARA standard) that automatically checks whether a device's mobile number matches the one registered for the service. This approach eliminates the need for the manual entry of one-time passwords, providing a seamless and fast multi-factor authentication process.

Value

As well as enabling Tiger Brokers to protect its customers from phishing attacks, the one-click phone verification process enhances user acquisition, retention and engagement by providing a secure, smooth and convenient onboarding experience.

"At Tiger Brokers, our commitment to providing a secure and seamless trading experience for our users is paramount. IPification's state-of-the-art phone verification solution significantly enhances our security measures without compromising on user convenience. This partnership reflects our dedication to leveraging innovative technologies to ensure our clients can trade with confidence."

Ian Leong,
CEO of Tiger Brokers Singapore.

