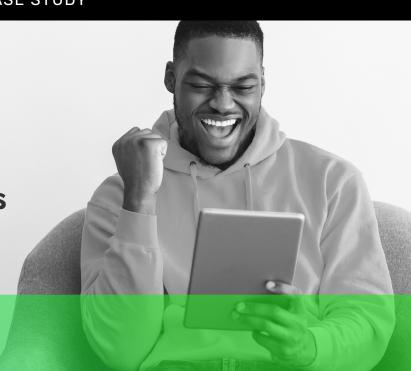# Jumio Took 888.com Onboarding from 72 Hours to 2 Minutes

A true pioneer of the industry, 888.com, one of the largest players in the dynamic and competitive online gaming landscape, continues to expand globally and works to offer the very best experience to gamers at every stage of their journey.

888.com had three main requirements from Jumio:

1. **Keep the fraudsters out**
2. **Let the legitimate players in**
3. **Remain compliant in all territories**

The Challenge to Create a Safe and Secure Environment

Online gaming is a highly regulated industry with anti-money laundering (AML) and Know Your Customer (KYC) legislation required to the letter of compliance.

Russell Medley, the Director of Fraud and Risk Management at 888.com explains, "888.com is a global company and works in a multitude of markets with specific regulations surrounding Know Your Customer (KYC) and anti-money laundering (AML) compliance for each market. Working under various regulations, such as the UK, Italy, Spain, Denmark, and most recently Romania, often entails receiving identity documentation from prospective members, and is central to our compliance within each jurisdiction."

"All of these requirements have been met and we are pleased to be able to offer a secure onboarding experience which is significantly swifter than we offered previously. We can get our new members onboard swiftly, secure in the knowledge that they are who they say they are."

Russell Medley, Director of Fraud and Risk Management, 888.com

As part of the processes to accomplish this goal, 888.com used an in-house system that required members to take a photo or scan an image of their government issued ID and upload it directly to 888.com. The images were then checked by 888.com staff, with the whole process taking up to 72 hours.

"The manual process was time consuming and there was concern that we were losing customers due to them losing patience with the process," says Medley. "In addition, there were added overhead costs which presented barriers to expansion—each country we wanted to expand into meant additional overheads to manually process the documents."

Jumio's AI-Powered Solution

888.com used Jumio as the best process for what their business required. Jumio allows customers to simply scan their ID with their laptop or mobile device. The scans are then verified in real time — rapidly reducing the onboarding process for customers.

Jumio is the only solution to offer extensive identity validation that fits into a company's security-risk profile requirements and helps them meet their specific user validation needs. The technology enables businesses to interact with customers as if they were standing in front of them.

The Results of a Successful Partnership

What used to take up to 72 hours now happens in real time, thanks to Jumio.

Since its launch in October 2016, 888.com's ID scanning service has seen hundreds of customers each day successfully scan their IDs and start playing within minutes. The system has also been successful in keeping out fraudsters with fake IDs, with Jumio's technology and ID verification experts being more than up to the task of spotting fake IDs, no matter how sophisticated.

Jumio is also helping to power 888.com's expansion into new territories, as Medley explains:

"As an ambitious company, we are always looking to expand into new markets. Jumio's ability to accept ID from over 200 countries will be key in allowing us to achieve our goals."

Thanks to Jumio, 888.com has seen an increase of successful sign ups, a testimony to a successful and popular solution.