Identity
AVOCO

Based in the UK, Avoco Identity builds and implements cloud-based identity assurance platforms for public and private sector organisations around the world, enabling them to provide their stakeholders with verified user-centric identities that can be used to access online services. Avoco's state-of-the-art solutions drive down the cost of providing identity and verification services and enable organisations to build strong customer and citizen relationships. Its products are inbuilt to national online government services, where they combine ease of use with strong identification, security and privacy.

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Finding out Where Your Customers are: AvocoLocate

Identity
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The Avoco Identity Location app for mobile devices

Using location to improve KYC, prevent fraud and meet compliance requirements

The AvocoLocate app can be offered as part of a wider online identity or data sharing platform, supplied through either an Avoco hosted Service, or another Cloud service, to provide your organisation with verified customer data for access to your online services and applications.

The wider Avoco Platform has many offerings which allow you to build trusted relationships with your customer base, including:

- secure single sign on
- multi-factor authentication
- social media login integration
- online identity and verified data sharing, such as I am over 18 and so on

Avoco Identity Trust Platform, allows you to tie a person's identity or data to their geographic location, using an integrated, real-time GPS based mobile app.

Finding out where your customer is located when they access our services can serve many purposes. These purposes include:

1. Compliance requirements, for example in the online gaming industry it is often part of regulatory needs to ensure your customer is in a particular geographic location
2. Fraud detection – for example if a very large purchase of a high value item is purchased, or for e-voting controls
3. Targeted marketing, 60% of advertisers say that geo-targeted ads deliver stronger ROI

The AvocoLocate app

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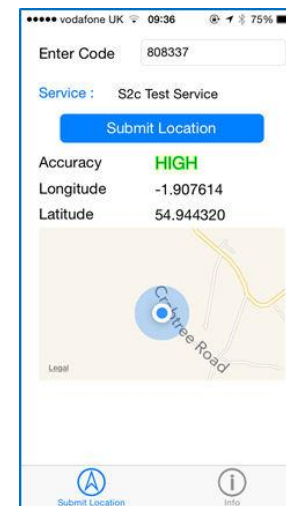
Your customer receives a SMS text, push notification, or email, with a link which when clicked on runs a secure location app allowing them to send their current location to your service.