

Brex and Persona

Brex unlocks automated ID verification in over 100 countries with Persona

Brex is the AI-powered spend platform that provides corporate cards, business accounts, and global payments — plus intuitive software that makes it easy to plan and track all company spend in one place in real time.

>90%

completion rate

100+

countries and territories for users

Problem

Brex needed to streamline onboarding while meeting KYC / AML regulations and maintaining robust fraud detection.

When Brex was launching Brex Cash, its cash management product, it knew it needed to ensure that its customers are (and continue to be) who they say they are to comply with KYC / AML regulations and prevent fraud. At the same time, it also wanted to ensure customers had a seamless experience.

Solution

Persona helped Brex roll out a global solution, maximizing completion rates while minimizing risk of fraud.

1

Geographic coverage

Brex relies on Persona for global ID coverage while controlling which countries it wants to accept IDs from on a per-country basis.

2

Performance

With processing times in <10 seconds, Brex users are able to complete the flow in an average of 30 seconds.

3

Frictionless flows

Brex Cash sees high completion rates (>90%), which translates to minimal impact on conversion.

Results

Brex complies with KYC / AML regulations, reduces fraud, and offers a seamless user experience with Persona.

With Persona by its side, Brex enjoys multiple benefits, including:

- Reduced fraud with selfie video verification that provides an additional layer of fraud deterrence by comparing a live face to the government ID portrait.
- Faster onboarding time because existing Brex Card users don't need to reenter duplicative information.
- Global KYC — Persona offers coverage in 100+ countries and territories, allowing Brex to automatically verify IDs from around the world.

“Once we defined our requirements for the Brex Cash onboarding flow, we evaluated a number of different providers. Persona was the right choice for us because of their geographical coverage, their focus on user experience, and the willingness of the team to closely partner with us to build the right integration for our needs.”

Thomas Piani
Product Lead at Brex