

How KTO ensures a safer and fairer environment for its players



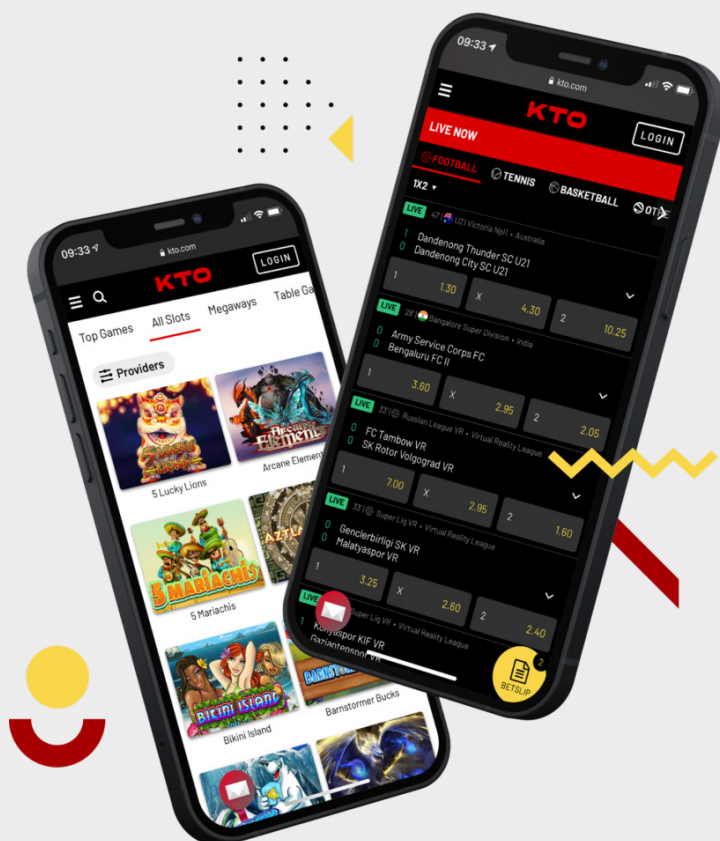
Caf's automation and onboarding solutions help KTO avoid problems common to companies in the sports betting segment, such as underage access, multi-accounting and bonus abuse.

In this case study, you can see how the use of adequate tools to identify users, allows solving the aforementioned problems, while generating a safer and fairer environment for players and preparing for the imminent regulation of this market in Brazil.

About KTO

With offices in Asia, Europe and Latin America, KTO has over 17 years of experience in the sports betting industry and is one of the fastest growing groups in the world.

Founded by a team of Scandinavians sharing the passion of sports betting and online casinos with millions of players around the world, the company finds fertile ground for its business expansion in Brazil, a country with 212.6 million inhabitants.



The challenges

The KTO group was looking for a partnership with a company that had experience in user identification and fraud prevention with special expertise in the Brazilian market.

The company's main focus was to guarantee a safer and fairer environment for its players using tools that could help prevent minors from accessing the platform and solve the problems of multi-accounting and bonus abuse.

The company needed automated CPF consultation with the Federal Revenue database, but was facing challenges in finding flexible and customizable solutions that could meet the reality of the sports betting market.

In addition, KTO understood that improving its user identification process was essential to preparing the company for the imminent regulation of the sports betting market in Brazil.

The solution

To generate a safer and fairer environment for its players, KTO uses our automated user registration and CPF consultation tools with the Federal Revenue database to validate, data and identify the downloaded CPFs.

The returns from these queries enable KTO to ascertain whether the CPF in question is regular or irregular, belongs to a minor, someone who has already died and other information from the Federal Revenue, which helps ensure greater control of its user base.

Thus, only regular CPFs belonging to adults are approved and each number has only a single user associated with it. The validated CPF is then used to increase security in the payments process. This is one of the first steps to reduce money laundering risk.

For greater security, KTO has also defined rules that determine the periodic repetition of the process in order to identify any changes in the situation of the CPFs of its users in the Federal Revenue database.



What does KTO say?

KTO's implementation of Caf's solutions was able to drastically reduce the problems with multi-accounting and bonus abuse and generate a safer and fairer environment for its players.

In view of this, it is with pleasure that we share the testimonials from a satisfied customer given on behalf of the company about the partnership signed with Caf.

The positive points of the partnership highlighted by KTO

- Expertise in the Brazilian market
- Effectiveness of solutions
- Possibility of customization
- Quality of technical documentation
- Technical assistance
- Agility in service
- Concern with customer satisfaction



“Since January 2022 Caf has been helping us to validate and verify our players at KTO.COM. By using Caf, we're able to prevent multi-accounting, promotion abuse & provide our players a safe and fair environment. The professionalism and assistance throughout the organisation, from sales to aftercare to tech has been a pleasure to deal with.”

Sean Telford

Head of Operations, KTO

Follow in the footsteps of KTO and ensure a safer and fairer environment for players on your online sports betting platform.

TALK TO AN EXPERT

