Home / **Success Story**

More than 840,000 verifications boost trust in bplay's online gaming ecosystem

bplay needs to verify the real identity of its users to comply with regulations governing online gaming in Argentina. With Veridas technology, they implemented a secure, frictionless and fully digital process that includes document verification, selfie checks, liveness detection and fraud prevention. The result: a simple, secure and compliant experience with more than 840,000 verifications completed.

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bplay

/Impacts & Results

+24.607
verified players

+928
verifications per month

2%
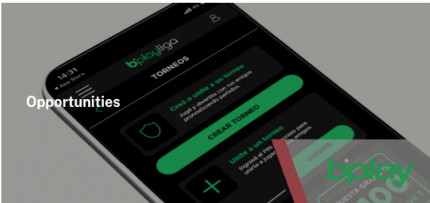compliance with regulations

/Overview & Challenges

Who is the client?

1. **bplay** is the online gaming platform of Grupo Boldt S.A., one of the most important operators in the gaming and entertainment sector in Latin America.
2. It operates in several Argentine provinces offering sports betting, online casinos and regulated gaming.
3. The platform must offer a secure, user-friendly experience while meeting regulatory demands.

Main Challenges

1. **Regulatory compliance:** The Argentine online gaming regulation requires real identity verification before gameplay.
2. **Security and fraud:** the manual process posed risks of fraud, identity theft and document forgery.
3. **Efficiency:** bplay needed a fast and scalable way to verify identity, ensuring legal compliance and a frictionless experience.

/Opportunities & Benefits

Opportunities

Benefits

/**Efficient regulatory compliance:** fast, secure identity verification that meets legal demands.

/**Increased security and trust:** fewer fraud attempts and precise identity verification.

/**Operational efficiency:** automated validation avoids delays and reduces manual workload.

/Challenges addressed by Veridas for bplay

Business Problems Solved

1. **Regulatory compliance:** Veridas ensured compliance with Argentine identity verification regulations.
2. **Fraud prevention:** Reduced risks of document forgery and fraudulent registrations.
3. **Conversion optimization:** Automated verification accelerated player registration.

4. **Operational efficiency:** Eliminated manual validation bottlenecks, enabling business scalability.
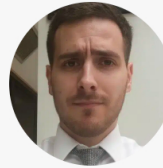
Veridas Value Proposition

1. **Complete verification in seconds:** document and selfie validation in a single digital step.
2. **Certified and secure technology:** compliant with NIST, iBeta, ISO/IEC 27001.
3. **Seamless integration:** embedded flow in the gaming platform with no friction.
4. **Trust and precision:** biometric accuracy and fraud detection aligned with compliance needs.

/Testimonial

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The identity verification process is smooth and secure thanks to Veridas. It gives us peace of mind that users are who they say they are.

Ignacio Lobos Oroño, Compliance – Legal and Compliance Affairs Management en Grupo Boldt

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/Let's Build Your Identity Strategy

Share your contact info and we'll help you build a fraud-proof identity strategy.

Name*
Juan

Last Name*
Campos

Work email*
jfcampos@veridas.com

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