Identity Verification

INNOVATRICS

Case Study

Vodafone Qatar Partners with Innovatrics to Build Next-Gen Digital Telco

Remote onboarding | eSIM registration

Under 1 minute to complete onboarding

Vodafone Qatar provides mobile and broadband services to millions of users in the country. Whether launching new services or preparing for a global surge in users with the 2022 FIFA World Cup, the company needed a more efficient way to verify identities. It should work seamlessly across devices, services, and borders.

Laying the Groundwork for a Digital-First Experience

- **Eliminate** in-store SIM registration and manual KYC
- Prepare for World Cup-scale traffic with a **scalable solution**
- **Support Arabic-script** IDs and international passports

As one of Qatar's leading telecom providers, Vodafone faced growing demand for digital-first services. Customers expected faster, contactless onboarding, especially with the rise of mobile wallets and increased smartphone penetration. Moreover, legacy processes based on manual ID checks and in-store SIM registration were no longer sustainable.

The urgency intensified ahead of the 2022 FIFA World Cup. With an anticipated influx of international visitors, Vodafone needed to scale identity verification for users who had never set foot in a store. Delivering instant onboarding for new SIM and eSIM users, without compromising on security or compliance, became a business-critical priority.

Deploying Remote Identity Verification Across Channels

- **Implement fully digital onboarding** via app and web
- **Add passive liveness** detection to block spoofing
- **Use video injection detection** to prevent fraud

Vodafone Qatar teamed up with Innovatrics and their integration partner, Zentity, to launch a fully remote onboarding process, initially for its mobile wallet service (iPay). Customers scanned their ID, took a selfie, and completed KYC entirely through a mobile app or web interface. Facial biometrics confirmed the match between ID and selfie, while support for Arabic-script IDs and international passports ensured global usability.

As digital services expanded, so did the platform's reach. In preparation for the World Cup, remote SIM and eSIM registration was enabled via the same app.

All components of Innovatrics identity verification, such as document capture, OCR, selfie capture, and facial matching, were integrated seamlessly using standardized APIs.

In 2023, the solution was upgraded by adding passive liveness and video injection detection to strengthen fraud prevention and ensure consistent identity checks across services.

Seamless Customer Onboarding with Full Compliance

- Onboarded a surge of local & foreign visitors during **FIFA World Cup**
- **Under 1 minute** to complete onboarding
- Improved **fraud detection** using liveness checks
- **Unified** biometric platform for all digital services

Vodafone Qatar's remote identity verification system allowed users to sign up for new services in under a minute. During the FIFA World Cup, which spanned 29 days, its upgraded system enabled the onboarding of new users from all over the world digitally. It is one of a handful of operators in the whole world who could execute such a massive scale-up in demand this successfully.

The same identity verification platform has strengthened compliance with Qatar's regulatory KYC requirements and protects both the company and its customers from identity theft.

Passive liveness detection and video-injection detection continue to combat fraud, while UX-optimized components ensure a smooth user journey from start to finish. The solution positions Vodafone Qatar as a telecom leader in digital experience and continues to support its broader objective of extending secure, seamless onboarding across mobile, fixed-line, and fintech services.

Before	After
In-store SIM registration and KYC	Less than 1 min remote onboarding through app or web
Manual ID checks	Automated fraud prevention secured by liveness and video injection detection
SIM purchase & registration in person	Order from home: scan an in-hand physical SIM, choose eSIM, or request SIM home delivery

Operational Efficiency via Identity Verification

Vodafone Qatar uses remote identity verification with deepfake detection to confirm each user's identity in real time. This aligns with the company's vision of a fully digital telecom model, as resources are optimized with the increasing use of self-service onboarding. Fewer in-person transactions mean lower overhead, while digital onboarding handles peak demand without added infrastructure.

Smooth Integration with Minimal Downtime

The integration with Innovatrics APIs is straightforward and does not require specialized infrastructure. It plugs into existing IT systems easily. Over the years, the system has run with hardly any downtime. Vodafone has also benefited from continuous product updates that were simple to adopt. The solution is deployed on-site in Vodafone's data center, ensuring data-residency requirements are met.

eKYC as Vodafone's Digital Trust Layer

Mobile Money (iPay) financial services are fully dependent on eKYC, as the Vodafone Mobile Money app is the only onboarding channel to open an account. eKYC also verifies digital services via ID and face: eSIM downloads, SIM swaps, ID document changes, prepaid-to-postpaid migrations, and plan changes—reflecting its evolution into a core verification tool across Vodafone's digital ecosystem.

"We set out to make our onboarding as seamless as our network. With Innovatrics solution in place, we've cut out paperwork, reduced fraud, and built a digital journey that works at scale. We've also launched Instant SIM, a first-of-its-kind service that lets customers pick up a SIM at 2,600+ locations and use limited, eKYC-only connectivity to onboard with no data—made possible by Innovatrics identity verification."

Ahmed Ali
Head of IT Product Development at Vodafone Qatar

About Us

We are an independent EU-based provider of multimodal biometric solutions. Our algorithms consistently rank among the fastest and most accurate in fingerprint and face recognition. Since 2004, we have partnered with all types of organizations to build trusted and flexible biometric identification solutions. Our solutions are being used in more than 80 countries, benefiting more than a billion people worldwide.

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