



G^oVerify

Overview

Founders



Gilbert Verdian - CEO

- 20 years in Cybersecurity
- Government, Industry and Consulting
- CISO, CTO, CIO, Deputy-CEO
- Still technical!



Colin Paterson - CTO

- 20 years in Cybersecurity
- Government, Industry and Consulting
- Pen testing, Sec Architecture, Risk,
- Very technical!

Experience

Education

Experience

Education





Bringing Trust to Communication

We have a Global Fraud Problem



Warning over scam HMRC calls in Hastings



Police

Published: 14:34 Friday 17 February 2017



WARNING! Now it's not just scam HMRC emails – expect calls too



By **Callum Brodie**, Senior News Reporter
30 Jun 2016



Fraudsters pretending to be from HM Revenue & Customs (HMRC) are expanding their unscrupulous activities after years of sending out fake emails to now calling unsuspecting consumers – and some are duping victims into paying them in gift cards and vouchers. But there are ways you can fight back against these phoneys.

MoneySavingExpert.com has been made aware of an increase in the number of phone calls made by con men who have stepped away from focusing purely on fake HMRC texts and emails to cheat more people out of cash.

According to Action Fraud, the national fraud and cyber-crime reporting centre, people have been asked to pay bogus debts and taxes using online music store iTunes' gift cards. Scammers ask for the cards' serial numbers to be read to them over the phone, details they then sell on or use to redeem the cards' value.

One victim purchased over 15 iTunes gift card vouchers from high street retailer Argos at £100 each and handed the serial numbers over to fraudsters on the phone after receiving an automated voice message. Another victim handed over gift card voucher codes worth £15,000 after receiving a cold call.

Related MSE Guides

[Stop Cold Callers](#)

Stop spam calls & mail

[Phishing Scams](#)

How to avoid scam financial emails

[30+ Ways to Stop Scams](#)

As scams get clever, we need to too!

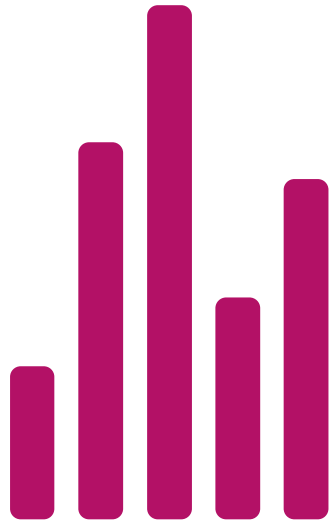
Fraud Impact



£144

Billion loss
to GDP

Private Sector Fraud
Losses est. 2016



23%

Number of Phishing
Mails That will be
opened



95,556

Number of phishing
emails reported to
Action Fraud 2014



82 Seconds

Time it takes for cyber
criminals to ensnare
there first victim



77%

Of all fraud
reported
accounted for is
phishing

We don't trust who contacts us anymore



Receive a call



You become suspicious.
You don't recognise the number



"We have a new mortgage product"

- Loss of customer engagement and potential sales

Current methods of Verifying People

Giving away personal information

- What's your DOB ?
- What's the first part of your postcode?
- What's your secret pin/telephone pin? – We can hardly remember every single one!

Current methods of Verifying Organisations

Not very effective

- You can call us back on our phone number advertised on our website
- Emails – Disclaimers at the bottom of messages
- Letters – Call us back on this number. Number can be fraudulent
- Invoices – Manual checking with others in the company, is this a vendor?

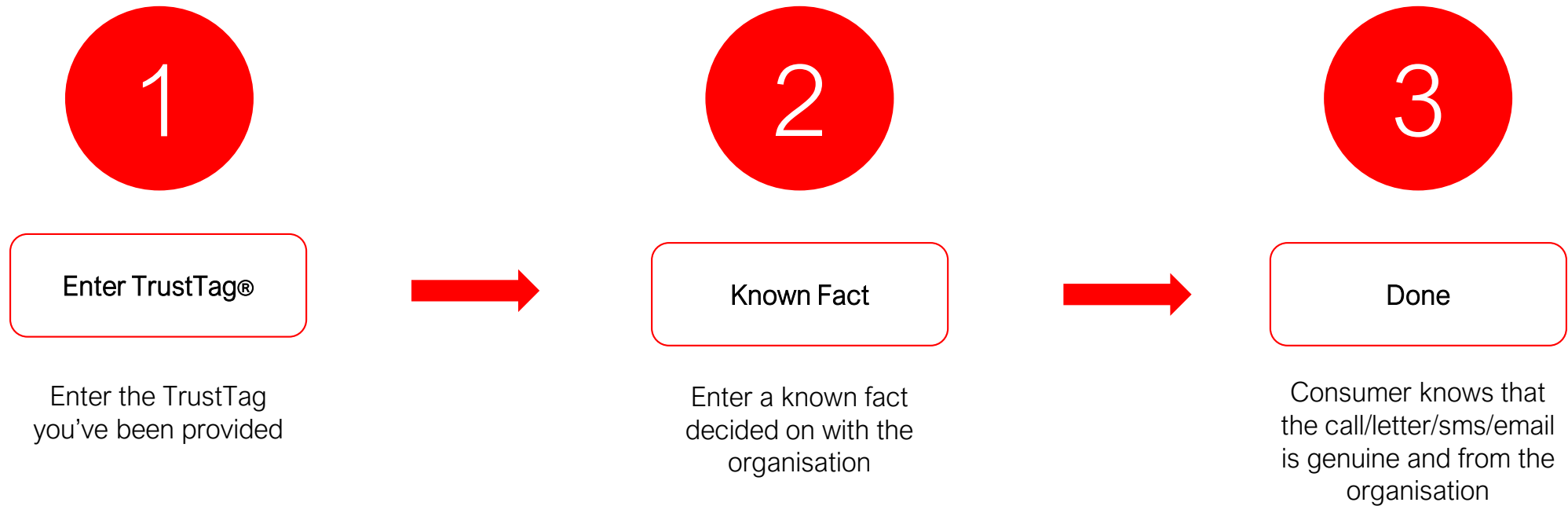
Competition

- Internal self-built systems and processes
 - Telephone IVR pin
 - “I’ll say the 1st half of your post code, tell me the 2nd half”
- Manual checking - eg hanging up and finding company number on website

Our Approach and Invention

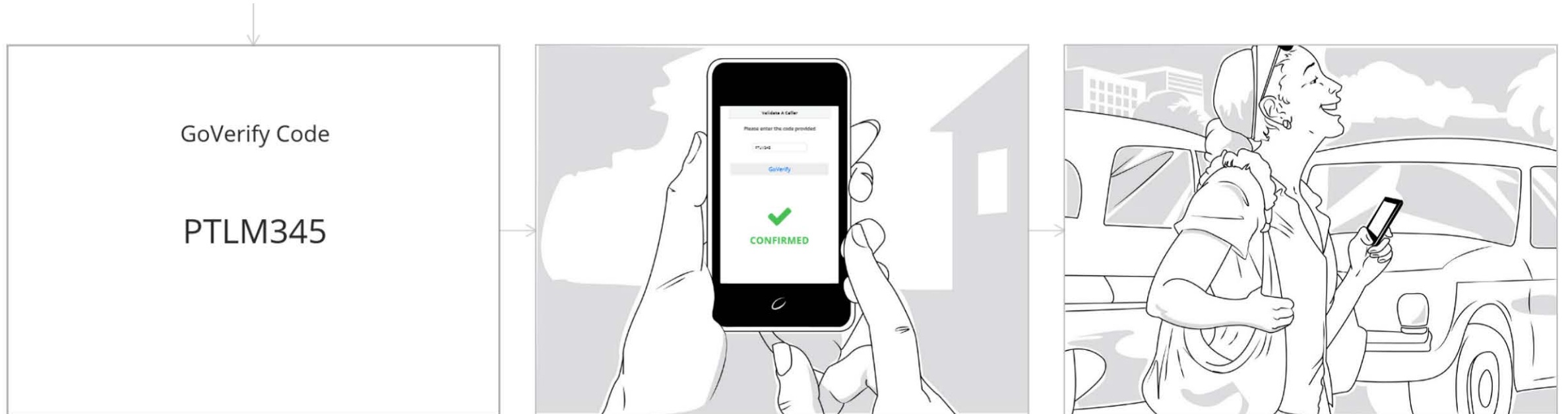
- We've developed a patent pending approach to verify who contacts you without disclosing any personal or sensitive data or it leaving your organisation.
- Ability to Verify:
 - Calls
 - Emails
 - SMS/Texts
 - Letters
 - Invoices
 - Physical goods
- Verified Marketplace – Real world CA to cross-verify organisations:
 - B2B, B2C, B2G

Consumer Verification Process – without giving up Personal Data



This can be done in the App or online

Consumer Experience

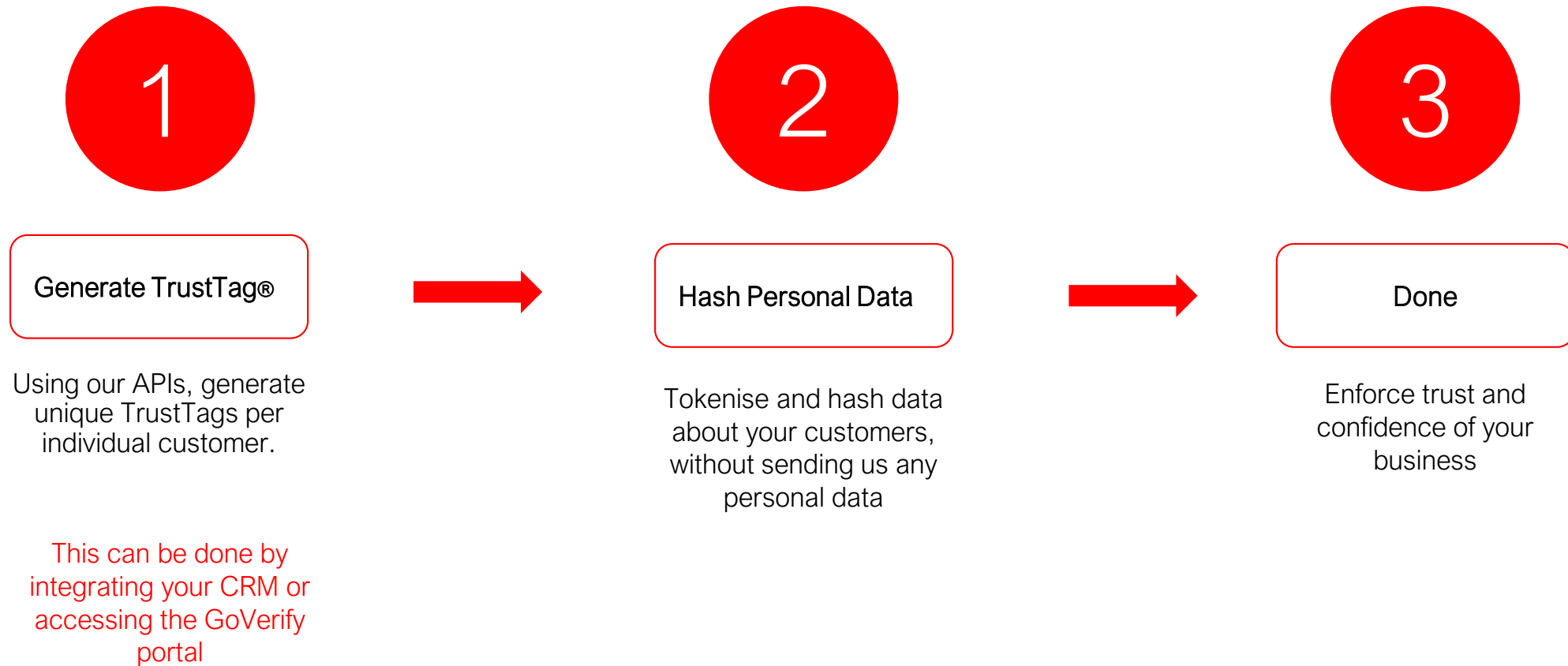


Enter the GoVerify code provided

Verify the company contacting you is genuine

Continue discussing what the call is about

Business' Verification Process – without giving up Personal Data



Business Experience

Corporate CRM Tool

First name: Mobile: Balance:
Last name: Email: Account number:

Registered address

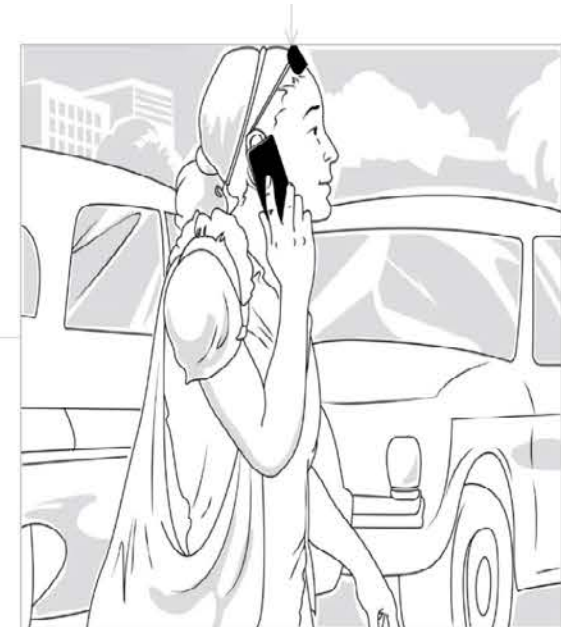
Registered products

Current Account
Mortgage
Credit Card
Home Insurance
ISA

Last five transactions

Transaction	£ value
Transaction	£ value
Transaction	£ value
Transaction	£ value
Transaction	£ value

Click the button and verify without sharing personal information.



Use CRM to create TrustTag for customer

Verify your company to suspicious customer

Continue with customer engagement

Our Partnership with ST2

- In 2017 we teamed up with Technology Company, ST2 to bring GoVerify to market and provide world Class Consultancy Support;
- If you are an organisation looking to invest in GoVerify to support your customer Contact, Digital Transformation or Data Privacy Strategy then contact ST2 Today.

Thank you!

ST2 Technology Limited
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