

# Tearing down the borders of global e-commerce with simplified compliance.

Tern Commerce leverages Jumio's Netverify to verify global users for its cross-border, multi-language platform.



Tern Commerce is an innovative New York-based payments company. While Tern Commerce may not yet be a household name, its prepaid virtual and physical card programs are quickly gaining traction all over the world. Tern's growth rates which have been 100% year-over-year for the past few years has been remarkable. Tern enables consumers across the globe access to prepaid cards and stored value products no matter where they are located. Turning to Jumio, Tern needed to deliver this experience with ease, security, and at a low cost.

## Sensible Scaling

The global demand for debit cards is growing as the rising middle class has more purchasing power. With this growth comes issues in a standardized way to onboard these customers. Tern developed a platform they call SPAN to streamline this onboarding process as well as track each transaction to ensure they comply with regulatory and jurisdictional rules and laws.

Tern Commerce has opened up its debit cards and stored value accounts to to the Middle East, Europe, Australia, New Zealand, Latin America and increasingly China. In fact, Tern has customers in more than 100 countries



"We're excited to make it easier for global users to have prepaid and stored value solutions, but we have to ensure that both consumers and merchants are vetted. Jumio has helped us expedite the customer onboarding process and quickly verify their identities—converting more customers, identifying more potential scammers, and meeting our AML/KYC compliance mandates."

- BRION BONKOWSKI,  
CEO OF TERN COMMERCE

## Challenges to Growth

As Tern Commerce expanded globally and its own service offerings, including global branded remittance programs, cross-border e-commerce solutions, and stored-value cards, and across international geographies, there was a tax being put on its manual review team which was verifying the online identities of new users.

Sometimes the review process would take just a few minutes, other times it would take significantly longer. But scale was always an issue. For example, when Apple launched their iTunes Match service, Tern saw its volumes skyrocket and this had a dramatic impact on their operations—specifically, their ability to quickly vet and onboard new customers.

During this time, their manual review team was challenged to keep up with the influx of new customers and it meant working very long days and nights until they cleared the queue. It was at this point they realized they needed a solution that would help them scale, support customers across the globe, and meet stringent AML/KYC regulatory mandates.

## How Jumio Helped

Tern Commerce did some online research and explored a few best-of-breed providers of online identity verification. There were several key buying criteria, including:

- **Reduce the pain and time of manual review.** Tern needed a solution that could quickly and accurately verify IDs and online identities in a simple, user-friendly way that took seconds.
- **Span the world.** Given Tern's global popularity, it needed a solution that could review and verify consumers around the globe and accept a variety of ID types from passports, driver's licenses, and ID cards from those issuing countries.
- **Meet onerous AML & KYC checks.** The cost to keep up with current AML and KYC standards are a strain for businesses and other forms of online identity verification are fraught with security and UX headaches. This is time-consuming for both customers and businesses, and expensive to process. Jumio is working with Tern Commerce to change that, by simply asking their customers to send a photo of their ID along with a video selfie for authentication.

When it comes to Tern's platform, there's an awful lot at stake. Instead of relying on outdated methods of authentication—such as knowledge-based authentication (KBA)—to verify a user accessing the service, Tern turned to biometric-based online identity verification that validates both the ID and the identity of the consumer to prove that they are who they say they are.

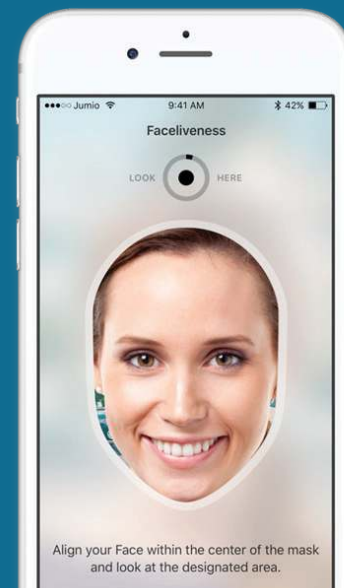
This move streamlined the user experience and allowed Tern Commerce to redeploy its manual review team to more revenue enhancing responsibilities, knowing that Jumio was behind the scenes protecting their reputation and satisfying its AML and KYC obligations.

Because fraudsters move wherever the money goes, and with the expansion of mobile and digital payments, Tern knew that bad actors will adapt to more sophisticated methods to obtain personal and financial data. So this move to Jumio was also motivated by staying ahead of that dangerous curve.

Tern's company vision is to empower brands to launch best-in-class payment and banking solutions to their customer base. They're driven to simplify compliance and regulatory issues in launching value-add products worldwid. Jumio is central to serving that vision.

“As the only virtual card program of its kind, we're excited to work with Jumio to better serve global users with less friction and enhanced compliance to better facilitate cross-border e-commerce. The time savings for manual review alone justified the investment. The increased number of conversions, global coverage, and fraud detection capabilities are just an added bonus.”

- LINDA HEMERIK,  
COO, TERN COMMERCE



Jumio is leading the way in global trusted identity services that enable businesses to complete transactions safely and securely, while delivering a better customer experience.

[Jumio.com](https://www.jumio.com)