

Brightstar Accelerates Player Onboarding and Strengthens Regulatory Compliance with Jumio



Brightstar uses Jumio to automate ID verification and convert new customers faster across its Italian online gaming and lottery platforms.

Brightstar is a global leader in lottery focused on innovation and forward-thinking strategies and solutions, building on proven expertise delivering secure technologies and comprehensive, reliable solutions for its clients. The company operates in more than 100 countries and has more than 6,000 employees.

Brightstar is the Italian state concessionaire for Instant Lotteries (Gratta e Vinci) and draw games including Gioco del Lotto, 10eLotto, and MillionDay. The company also operates in the online gaming market via its MyLotteriesPlay.it platform.

Italy is one of Europe's most highly regulated gaming markets, so delivering a fast, seamless onboarding experience while meeting strict regulatory requirements is essential to maintaining player satisfaction and operational efficiency.

Before adopting Jumio, Brightstar relied on a highly manual identity verification process. Every verification required human review, increasing operational complexity, costs, and the risk of human error. Processing times were often lengthy, leading to high abandonment rates and a degraded customer experience.

The company needed a scalable, automated solution that could accelerate ID verification, improve accuracy, and reduce manual workloads without compromising compliance or security.



"Thanks to Jumio, we have significantly reduced manual reviews and verification times, while improving conversion rates and customer satisfaction. It has given us a scalable, compliant onboarding framework that supports both our regulatory obligations and our growth ambitions."

Massimo Castello,
Operations Process and
e-Payments Manager at Brightstar

Brightstar evaluated several identity verification providers based on several key criteria, including compliance with Italian regulations, high document verification accuracy, scalability, ease of integration, and the ability to reduce onboarding friction and abandonment. Jumio stood out for the strength of its technology, processing speed, and advanced fraud prevention capabilities. Its flexibility, combined with strong support and a proven reputation in the global identity verification market, made Jumio the clear choice.

“Before we implemented Jumio, identity verification was entirely manual and very time-consuming,” said Massimo Castello, operations process and e-payments manager at Brightstar. “This had a direct impact on both operational efficiency and the customer experience, especially during high-volume periods. Jumio offered a comprehensive solution with advanced technology and fast processing times. In addition to ID verification, Jumio offers a range of features that can be activated quickly as our needs evolve, which gives us confidence as our platform continues to expand.”



“Jumio gives us the flexibility to adapt quickly as regulations and business needs change. Its scalable, configurable platform allows us to support growth across new games and channels without adding operational complexity or compliance risk.”

Massimo Castello,
Operations Process and e-Payments
Manager at Brightstar

How Jumio Helps

Jumio modernized Brightstar’s onboarding workflows by automating its ID verification process. AI-driven checks analyze identity documents in real time, reducing the need for manual intervention and minimizing operator errors.

The implementation process was fast and well-supported, with clear technical onboarding and continuous assistance throughout integration. Jumio’s back-office configuration tools enabled Brightstar to fine-tune verification rules and optimize the user experience on MyLotteriesPlay.it.

Since bringing Jumio on board, Brightstar has seen significant improvements on a range of metrics, including onboarding efficiency, operational performance, and customer experience:



Faster onboarding

Identity verification times have been significantly reduced, enabling near real-time account validation in line with ADM requirements.



Reduced manual workload

Automation lowered manual reviews by 85%, decreasing errors and operational costs.



Higher conversion rates

Faster, smoother onboarding reduced abandonment and increased conversion rates by 15%.



Improved customer experience

Speed and simplicity have driven higher customer satisfaction, particularly during peak traffic periods.



Stronger compliance

Automated checks support ongoing regulatory compliance in Italy’s tightly controlled gaming environment.

These improvements positioned Brightstar to scale its online gaming offerings while maintaining the highest standards of security, responsibility, and regulatory adherence. Jumio also enabled Brightstar to comply with new regulations brought in by Italian gaming regulator ADM (Agenzia delle Dogane e dei Monopoli), including requirements for immediate document upload and rapid account validation.

As additional game types are introduced, including casino and skill-based games, Brightstar expects Jumio’s fraud prevention capabilities to play an increasingly important role.