

Nomination: 18217

Annature

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Annature
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<b>Web Site Address</b> <a href="https://www.annature.com.au/">https://www.annature.com.au/</a> ( <a href="https://www.annature.com.au/">https://www.annature.com.au/</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Annature
<b>Category</b> B01 - B12 - Award for Excellence in Corporate Innovation > B10A. Award for Excellence in Innovation in Technology Industries - Up to 20 Employees
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

3 areas:

- Information technology
- Product design & development
- Research & development

Annature is Australia's leading eSignature and identity verification provider. As an ISO 27001-certified technology company, we proudly partner with Australia's most respected and innovative companies across a wide range of industries, helping them to streamline their digital signing and identity verification processes for greater efficiency and security.

Our standout innovative achievement in this qualifying period was the development and implementation of our identity verification technology, which has proven to be a game-changer for our clients in the tax and accounting industry. Annature founder and CEO Corey Cacic began development in October 2021, with the technology rolled out to existing clients in March 2022.

Our investment in identity verification has innovated on a huge problem in the financial services industry. Prior to implementing this technology, our clients did not have a secure or reliable way of identifying their clients. In most cases, these financial service providers followed an arduous process to verify customers that were highly susceptible to human error and fraud, e.g. emailing copies of driver's licenses or passports. By contrast, our secure, streamlined online portal allows customers to upload that information safely.

Following the launch of our identity verification product, the Australian Taxation Office (ATO) and Tax Practitioners Board (TPB) mandated their Proof of identity guidelines on July 1, 2023. Under Know Your Customer (KYC) guidelines, accountants and other financial service providers must identify their customers - particularly new customers - to combat fraudulent behavior and identity theft. These guidelines specifically highlighted the problem that we already knew we were solving, and gave our clients peace of mind that they were compliant.

Annature was one of the first businesses in Australia invited to adapt Stripe's identity framework, leveraging the same technology that Stripe uses to verify millions of global users. From this strong foundation, we tailored our product to fit the Australian tax and accounting industry (e.g. as part of the ID process, we ask clients to provide their TFN).

Since launch, the product has expanded beyond accountants and bookkeepers and is now used by financial advisers, mortgage brokers, lawyers and other professional services. We've also seen strong uptake in the real estate sector, which also requires stringent ID verification for auctions and bidder registrations. In July 2023 alone, we completed 23,000 biometric ID scans with a 97% completion rate, all within a couple of minutes.

Other innovative achievements specific to identity verification include:

- After an accountant receives and reviews the required information, our product automatically purges the data, so it's no longer visible. This removes the manual requirement for someone to destroy the physical copies of an ID document, which is inefficient and vulnerable to mishandling.
- In an industry first, we've integrated our identity verification technology with Xero Practice Manager, one of the largest practice management systems for accountants in Australia. After we run a scan, it's synced back to XPM where we show that we've checked various databases against a prospective customer's identity, which gives accountants much greater certainty to proceed.
- Client case study: As an example of our industry reach, in February 2023, we signed a national agreement with BDO, one of the world's leading audit and accounting organizations, with 12 offices and 2,500 employees across Australia (see supporting link). By integrating our identity verification technology into their operations, BDO has effectively eliminated the risks associated with handling of sensitive ID documents, and their accountants have reported they're saving 30 minutes of admin time for every client they bring on.

Looking ahead, our next goal is to roll out this market-leading technology in global markets, with a particular focus on the UK. To remain best-in-class, we're continually innovating and refining our products to meet the changing environment.

### For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

### Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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#### File 2

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**File 10**

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**Do You Have Website URLs you would like to link to**

Yes

**URL 1**

<https://www.annature.com.au/> (<https://www.annature.com.au/>)

**URL 2**

<https://www.linkedin.com/company/annature/> (<https://www.linkedin.com/company/annature/>)

**URL 3**

[https://www.linkedin.com/posts/annature\\_annature-idverification-proofofidentity-activity-7099212716585713664-q30k?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/annature_annature-idverification-proofofidentity-activity-7099212716585713664-q30k?utm_source=share&utm_medium=member_desktop)  
([https://www.linkedin.com/posts/annature\\_annature-idverification-proofofidentity-activity-7099212716585713664-q30k?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/annature_annature-idverification-proofofidentity-activity-7099212716585713664-q30k?utm_source=share&utm_medium=member_desktop))

**URL 4**

<https://en.pnasia.com/releases/apac/annature-outperforms-forecasts-with-500-growth-adds-id-verification-to-its-esigning-platform-to-accelerate-future-success-362785.shtml>  
(<https://en.pnasia.com/releases/apac/annature-outperforms-forecasts-with-500-growth-adds-id-verification-to-its-esigning-platform-to-accelerate-future-success-362785.shtml>)

**URL 5**

<https://www.bdo.com.au/en-au/about/ethics-regulatory-and-compliance/client-verification> (<https://www.bdo.com.au/en-au/about/ethics-regulatory-and-compliance/client-verification>)

**URL 6****URL 7****URL 8****URL 9****URL 10**

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