Your ID Verification Solution Matters

It's about more than checking a compliance box. There is a lot at stake when you choose your identity verification solution. Learn how the right technology can safeguard *and improve* your business- even increasing customer loyalty.

- Automate Age & ID Checks

- Scan to CRM at Point of Sale

- Remote & Mobile Solutions

- Partner Use Case: Self-Service Kiosk

- Partner Use Case: Authentication Device

- Acuant Suite of Solutions

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Don't Stake Your Business on Barcode Scanning

In the first half of 2020, US Customs & Border Protection seized over 1,500 shipments containing almost 20,000 fake IDs; barcodes attached to Michigan licenses worked.* Fake IDs are becoming more sophisticated.

Barcode-only solutions are not enough for high stakes regulated goods and services like Cannabis.
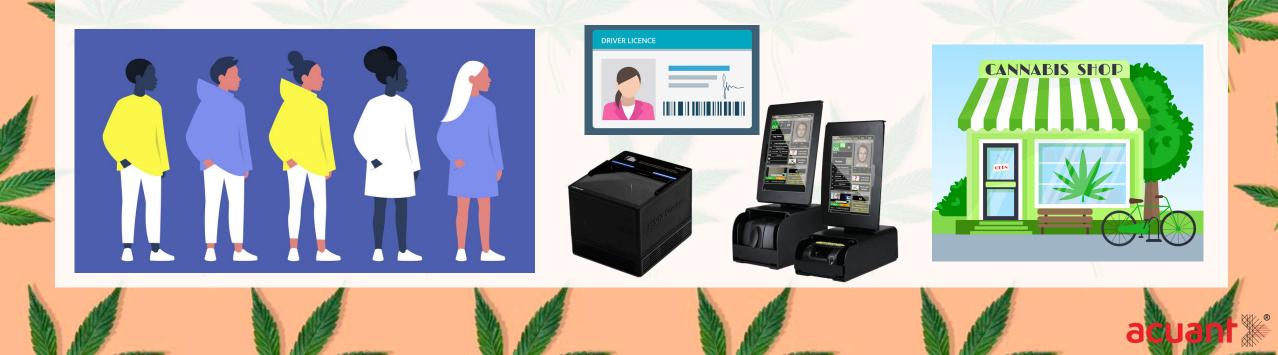
Automated ID verification saves time on employee training, catches fake IDs, creates compliant workflows and avoids costly suspensions and fines.

Dispensaries caught selling to minors face $4,950 fines for first offence & up to 30 DAY license suspensions in Oregon**

*https://www.cbp.gov/newsroom/local-media-release/over-19k-fraudulent-ids-seized-cbp-officers-Chicago

**https://www.opb.org/news/article/cannabis-sale-minor-oregon-crackdown/

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Automated Age & ID Check

1. Check ID & age at entry point with InfinitID® or self-registration
2. Validate ID throughout the store with InfinitID®
3. Secure solutions stores no data unless you require it, performs in seconds

✳ Catch fake IDs quickly at the door with automated identity verification
✳ Perform multiple tests of the readable zones, not just the barcode
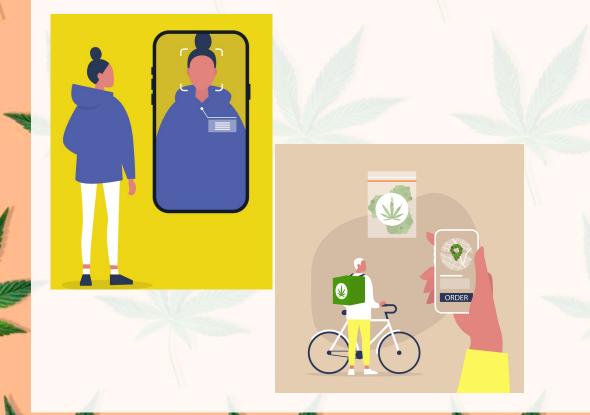✳ Conduct age checks and verify ID

Scan to CRM at Point of Sale

1. Confirm Valid ID at POS with InfinitID®
2. Scan ID & Extract Data into Customer Database with AssureID™
3. Automate Compliance & Record Keeping in Seconds

- ☘ Verify IDs quickly & easily at the register with InfinitID®
- ☘ Build a customer database to create loyalty programs, track purchases & prevent looping or smurfing with AssureID™
- ☘ Protect your business & build your database

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Remote & Mobile Transactions

1. Onboard New Customers for remote or contactless transactions with AssureID™
2. Verify customer with FaceID
3. Verify repeat customer with FaceID only

Deploy Acuant AssureID's mobile solution to onboard new customers with facial recognition match to verify the customer at purchase and upon delivery and use FaceID for fast and easy checkout of repeat, verified customers.

🌿 Pre-enrollment for delivery orders to prevent drivers having to refuse deliveries
🌿 Prevent customer looping & smurfing
🌿 Enable secure contactless transactions

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> " Acuant AssureID's superior subscription services enable dispensaries to stay of the ahead of the growing onslaught of fake IDs.

Charles Cagliostro
President
TokenWorks

TokenWorks®
ID Scanner.com

THE PROBLEM:
Cannabis retailers expanding their business are looking for faster ID verification while staying secure and compliant. Getting more customers through the ID verification and age check process is not possible without automation.

THE SOLUTION:
TokenWorks' IdentiFake kiosk and desktop solutions automate the age checks, ID verification and compliance record-keeping processes, reducing the number of staff and training needed and enabling faster transactions. Their solutions leverage Acuant AssureID™ world-class authentication engine to provide age verification, catch fake IDs and protect against looping. The solution auto-populates software forms and identifies tagged clients for Cannabis retailers across North America.

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Colorado Dispensary Sweet Leaf Lost its License and Fined $2 Million for Allowing Customer Looping*

THE PROBLEM:

Fake IDs are becoming more sophisticated and the cost of selling to underage consumers can be extremely high- from costly fines to license suspensions.

A national chain of dispensaries with over 20 locations was looking for a more secure solution than barcode scanning to protect their business and get customers through the door faster.

THE SOLUTION:

The dispensary chose to implement Acuant's InfinitID® all-in-one authentication device for all locations, reducing time spent performing age and ID verification in seconds..

InfinitID was also deployed at the register for a final verification before clearing the transaction. The device captures ID data and performs multiple tests, making it more accurate than a barcode scanner. The device's customizable responses signal when the age minimum is not met or if the ID is a fraudulent document.

https://mjbizdaily.com/owners-of-colorado-marijuana-retailer-sweet-leaf-sentenced-to-prison-in-landmark-case/

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Acuant's Suite of Solutions

Acuant's omnichannel solutions are designed to be anywhere your customers are and create the best customer experience while ensuring fast and secure wokrflows.

Acuant AssureID™

Deploy on-premise via scanner/kiosk or on mobile apps and the web for remote transactions. Layer with Acuant FaceID for multi-factor authentication.

Acuant FaceID

Capture a selfie to provide facial recognition match against the ID document photo allowing a seamless and secure method for verifying new and repeat customers.

Acuant InfinitID®

An all-in-one authentication device with a built-in mini PC, InfinitID® performs multiple forensic tests to authenticate the ID, making it one of the easiest and most accurate ways to determine the validity of an ID card. Does not require any software implementation, integration, terminal hardware or operational training.

Don't Stake Your Business on Manual ID Checks or Barcode Scanners

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Acuant Identity Verification helps businesses establish trust while preventing fraud. Partners in regulated good and services choose Acuant solutions for easy deployment with highest speed and accuracy rates to prevent underage sales.

Acuant's omnichannel solutions are designed deploy from any location or device and create the best customer experiences to establish TRUST.

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