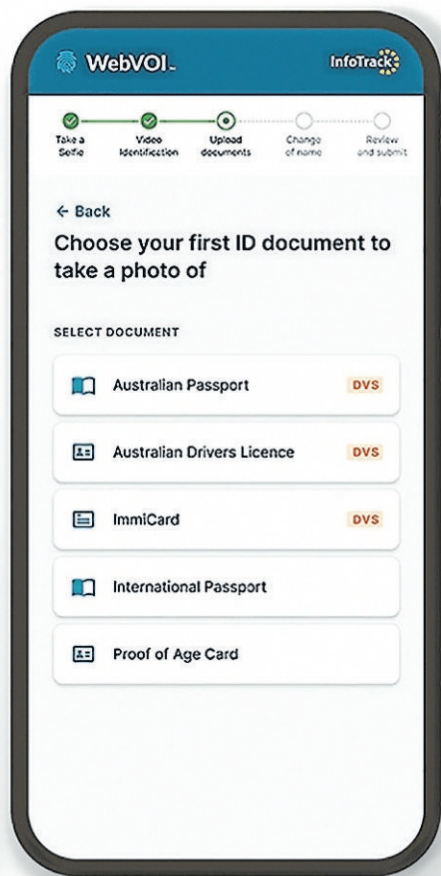
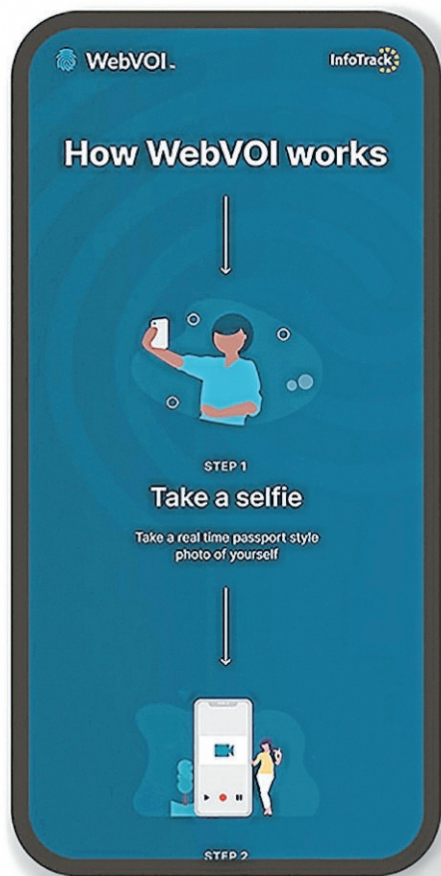


ADVERTISING FEATURE

AFR BOSS | Most Innovative Companies



“The development team releases new updates every day. Clients don’t have to wait a week or a month for new features.”

John Ahern (above)

InfoTrack has added remote video verification to its top-rating WebVOI platform.

Making ID verification easy and secure

Lawyers and conveyancers might not be the first sector that immediately jumps to mind when it comes to embracing innovation. But InfoTrack CEO John Ahern says that perception is entirely unfounded.

“I hear the industry described as archaic, but the truth is they’re not,” he says. “What we’ve figured out at InfoTrack is that they just don’t put up with average technology. They wait until it substantially adds value and then they adopt.”

Leading innovators in legal technology, InfoTrack scored a place on this year’s AFR Most Innovative Companies list for its WebVOI platform. A remote video solution for verifying identity, WebVOI was originally developed to support either time-poor clients or those who were on holidays and unable to visit the office.

But when COVID-19 restrictions hit in March, InfoTrack realised they had a solution to a new problem: enabling lawyers and conveyancers to comply with identification verification requirements while working from home.

“The way a lawyer would normally do that is they would grab your driver’s licence or passport when you come into the office, run it out to the photocopier then store your identity documents in a filing cabinet, and tick a box saying they’ve identified you,” Ahern explains.

“We thought to ourselves, especially with COVID-19 restrictions, you can’t go in to see a

lawyer or conveyancer in their office. And even if you could, do you really want them taking a photocopy and putting it in their filing cabinet? It’s not very secure. And, how can lawyers or conveyancers check your ID documents, and know they’re not fraudulent?”

The only product on the market using multiple methods working together to confirm a person’s identity, the platform uses facial recognition, optical character recognition and the Australian Government Document Verification System alongside video verification to ensure a person is who they say they are.

While the technology might be impressive, Ahern notes it’s ultimately meaningless without buy-in from the sector. “Your technology has to outperform the simplicity of a photocopier. That’s a great challenge for a developer.”

The two-year development process involved soliciting plenty of feedback from existing clients, including asking sometimes tough questions about why some were hesitant to use the precursor platform.

“What we found was, first it was an app that they had to download – that was a friction point – and then, it wasn’t simple enough for end users. If you’re going to see a lawyer or conveyancer, and they have to send you a link to upload documents ... it wasn’t easy enough.”

The team used these insights to develop a

pure web solution that doesn’t require an application to be downloaded onto a phone, while embedding higher levels of security but with lower user friction. InfoTrack released the WebVOI product into the market in August 2018, updating it to include remote video verification 11 months ago. The development team have already rebuilt the user interface based on client feedback.

“One of the great things about InfoTrack is the speed at which we move. The development team releases new updates every day. Clients don’t have to wait a week or a month for new features.”

The sale and purchase of properties is highly targeted by hackers due to the large amount of money and personal information involved. Stories abound of home buyers being scammed by fraudulent emailers purporting to be their solicitors or accountants, with many using email to solicit bank transfers.

Aware that its client base was being targeted, InfoTrack last year launched the Secureexchange platform, a complimentary service that safeguards documents and funds relating to property transactions. That innovation scored InfoTrack a 10th place ranking in last year’s Most Innovative Companies list, with the aim at the time to achieve 100 transactions on its platform each month.

“It would almost do that in a day now,” Ahern

says. “In a world where everything is electronic, and everything is remote, using email to transmit bank account details for deposit funds is just crazy.”

InfoTrack’s recent success has seen it scale up their development during COVID-19 restrictions, and management has been keen to maintain the culture of creative innovation while everybody works from home. “We’ve set really clear expectations in place that embrace working from home,” explains Ahern. “Rule number one is: background noise is fine. If the kids are running around in the background, that’s great. Don’t try to hide your environment.”

As for the key ingredient in InfoTrack’s approach to innovation, Ahern is unequivocal: actively embracing diversity. He is particularly proud of the fact that the head of the development team, and most of InfoTrack’s development managers, are women.

“They come from a wide range of diverse backgrounds, and we do that very purposefully. Great ideas coming from people from different backgrounds and different sexes, all challenging each other and building on their ideas.

“Australia has one of the best, hardest working development cultures in the world. I don’t think I could replicate a team like we have at InfoTrack – that is as driven to innovate and satisfy clients – anywhere else in the world.”

WebVOI™

Identity verification anywhere, anytime

Award winning video technology

