

Identity verification experts launch new service



Released on: April 9, 2009, 2:05 am

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Industry: [Financial](#)

Cardiff based suppliers of [data cleansing](#) and people tracing, Tracesmart, have launched a new online service to combat money laundering.

Tracesmart are renowned for their tracing expertise as they currently help reunite [unclaimed assets](#) with their rightful owners and offer a variety of pension tracing services. However the company also offers a host of other provisions via its [Tracesmart Corporate](#) division, not least of which is their electronic identity verification facility, ID. [Identity checks](#) are an essential part of current [anti-money laundering](#) (AML) legislation and as such, ID is currently used by a vast range of businesses as part of their AML measures.

Previously, Tracesmart customers using ID, needed to select multiple tabs and verification criteria to conduct an identity check as part of AML procedures. This is no longer the case, as Paul Weathersby, Technical Director for Tracesmart explained, It was noticed by our technical team that to conduct a thorough AML search using ID meant that multiple search tabs had to be utilised and what Tracesmart's customers really needed was the means by which multiple tabs could quickly be searched simultaneously. As such, we have developed AML – allowing users to swiftly and confidently verify client identity. We have also created an improved interface to make this an easy and straight forward task.



Money laundering is considered to have a massive negative financial impact upon the UK economy and the addition of Tracesmart's new AML service is another means of combating the problem, fighting those who use the money to fund criminal activities.

Speaking about the new service, Mike Trezise, Managing Director for Tracesmart, added, Our new AML service is further proof of our commitment as a company to product development, improved customer service and most importantly, confirmation of our responsibilities as a data company that we continue to fight any form of identity related crime. We strive to improve our services so that we can protect our customers, and in turn, their customers, from the negative impact of identity fraud.

Notes to Editors:

- Tracesmart Ltd was formed in 1999 and supplies a diverse range of consumer data cleansing, identity check and tracing tools to a wide variety of industries. Their client base ranges from SME to blue chip companies; allrecipients of bespoke solutions, built around their specific needs.
- Paul Weathersby - Tracesmart\'s Technical Director, Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced IT team.
- Mike Trezise is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience, his unrivalled knowledge provides the company with a distinct competitive advantage.

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