# Shufti Launches "World Without Shufti" Campaign on What Happens If Its Verification Stack Disappears

A World Without Shufti" campaign shows how, without the Shufti verification stack, fraud scales, exclusion deepens, and digital trust starts to fracture.

LONDON, UNITED KINGDOM, November 27, 2025 / EINPresswire.com/ -- Shufti, the global [identity verification](#) provider, has launched "World Without Shufti," the second phase of its [global trust](#) campaign, built around a stark question: what would today's digital world look like if Shufti's verification infrastructure did not exist?
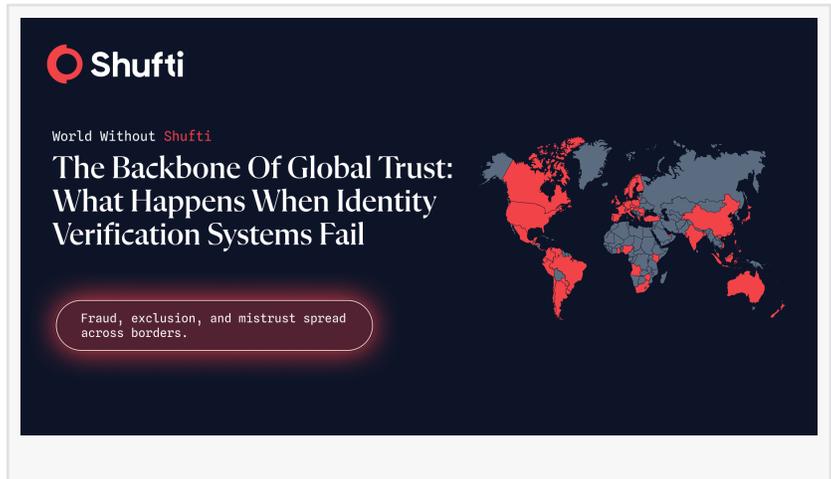
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> We asked a blunt question: if you remove Shufti's stack from the current landscape, what happens? The answer is clear: exclusion, fraud, and mistrust spread across borders."
>
> *Shahid Hanif, CEO of Shufti*

The campaign emphasises one simple change to the status quo: remove Shufti from the picture. No Shufti document engine, no journey builder, no FastID, no global trust stack behind the scenes.

What remains is a patchwork of legacy IDV tools that were never designed for industrialised fraud, cross-border abuse, or the level of regulatory scrutiny now in place.

In that scenario, digital life still appears to function. Accounts open, payments clear, apps downloaded. But underneath, verification is thin. Fraud rings learn every weakness in basic checks. Synthetic identities slip through predictable flows.

Deepfakes and scripted onboarding defeat systems that cannot see beyond a single document or selfie. The world looks roughly the same on the surface until something important goes wrong.

"World Without Shufti is not a branding exercise; it's a stress test," said Shahid Hanif, CEO of Shufti. "We asked a blunt question: if you remove Shufti's stack from the current landscape, what happens? The answer is clear: exclusion grows where legacy systems keep the right people out by mistake, fraud rises where they let the wrong people in, and regulators are left to act only after trust has already been damaged."

The campaign draws a direct line between the absence of Shufti's capabilities and the fragility of global identity systems. Without Shufti:

-Platforms fall back on rigid, fragmented checks that cannot handle document diversity, non-Latin scripts, or complex naming conventions. Genuine users are rejected or pushed into manual workarounds, while determined attackers rehearse and reuse the same successful scripts.

-Businesses rely on slow, shallow verification that was built for occasional fraud, not organised networks. Fraud becomes a recurring cost item rather than an exception, and "verified" status loses meaning for customers and partners.

-Risk and compliance teams operate with incomplete signals. Identity data sits apart from AML and fraud controls, making it harder to explain who was onboarded, why they were approved, and how their risk was managed over time.

The campaign also describes what would be the impact of these kinds of damage in a world running without Shufti.

On the human side, the campaign draws attention to a network of everyday failures. A worker in one region has been declined repeatedly because their national ID format is not properly supported. A small merchant loses access to payment rails after a cluster of synthetic accounts slips through the same weak KYC controls.

A parent discovers that a minor has been approved on multiple platforms using borrowed documents because there was nothing in place to detect the pattern. The common factor in each case is not the user's behaviour; it is the absence of a verification layer strong enough to hold the line.

For institutions, a world without Shufti translates into constant uncertainty. Growth numbers

remain positive, but the quality of that growth becomes harder to trust. Fraud metrics fluctuate without a clear baseline.

Investigations reveal that many of the most damaging cases passed every available check at the time. Supervisors begin to question not just individual controls, but the overall credibility of the verification stack that underpins customer due diligence.

For regulators and supervisors, a world without Shufti means more cases where institutions cannot clearly explain who they onboarded or why they judged those customers to be low risk.

Investigations reveal identity controls that were formally in place but operationally fragile. Supervisory focus shifts from fine-tuning policies to questioning the credibility of the verification stack itself.

Shahid Hanif, CEO of Shufti, explains further:
"It starts with a simple question, but the impact is real. If you picture your organisation in a world without Shufti and nothing really changes, that should concern you. It suggests your current controls are already too close to that 'without' scenario. If, on the other hand, you can see the gap in detection, in inclusion, in auditability, then you can start to treat identity verification as a core system rather than a formality."

From Shufti's perspective, the difference between "with" and "without" is not cosmetic; it defines whether identity verification is a meaningful line of defence or a formality that determined attackers can ignore.

"World Without Shufti" will be developed through sector-specific narratives for banking, fintech, gaming, crypto, marketplaces and social platforms. Each strand starts from the same premise: the Shufti stack is removed, and it examines what breaks first: from high-velocity account creation in consumer apps, to high-value onboarding in financial services, to recovery flows that hand control back to the wrong party when verification is weak.

The campaign is aimed at executives, compliance officers, fraud teams and product owners who recognise that their current exposure is shaped not just by policies and regulations, but by the verification infrastructure they choose to rely on.

Learn more about the "World Without Shufti" campaign here:
https://shuftipro.com/world-without-shufti/

About Shufti
Shufti is a global identity verification and fraud prevention provider that helps organisations build trusted digital services while meeting regulatory expectations. The platform combines document verification, facial verification, age assurance, video KYC, electronic identity verification (eIDV), AML screening, device fingerprinting, behavioural analytics, business verification,

transaction screening and user risk assessment in a configurable stack.

With coverage across 240+ countries and territories and support for over 10,000 document types, Shufti enables banks, fintechs, gaming operators, marketplaces, social networks, crypto platforms and other regulated businesses to onboard customers, manage risk and respond to supervision with consistency and speed.

Through products such as Journey Builder, FastID and a portfolio of fraud and risk solutions, Shufti helps clients reduce abuse, protect legitimate users and support sustainable growth.

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