

Standing tall for more than a century

The story of Keesing Technologies, the world's oldest provider of ID verification solutions, starts more than a century ago, in 1911, when Isaïc Keesing (1886 – 1966) established a publishing company in Amsterdam.

1911 was also the year in which the Machu Picchu, the lost city of the Incas, was discovered, and man first reached the South Pole. While those achievements made headlines, Keesing's publishing company would quietly rise to fame over time.



Figure 1: Mr Isaïc Keesing

Isaïc Keesing had worked at the *Amsterdamsche Bank* where he wrote countless financial-economic articles that appeared in newspapers such as *Le Guide du Capitaliste*, *The New York Times* and *Kölnische Zeitung*. During that time he created a system for saving his articles, stock exchange data and other financial information.

Keesing's resource-rich archive was well-known and was consulted by many journalists.

The popularity of Keesing's archive gave rise to a new business idea. With NLG 560 (Dutch guilder, which is equal to approximately EUR 220 (euro)) borrowed from his father, Isaïc started his own company: Keesing Systems (Systemen Keesing, in Dutch). In August 1911, he published the first edition of *Keesing's Financial Archive*.

Keesing Systems mainly published information for the financial sector, ranging from news updates to information about counterfeit money in circulation and intercepted by authorities. Initially, the magazine was distributed only in the Netherlands but soon crossed the border and the company started publishing internationally. The business quickly expanded abroad. 'Les Systemes Keesing' opened its doors a year later in Brussels and offices in France and the United Kingdom followed suit.



Figure 2: Logo of Systemen Keesing

1923: Keesing publishes *Counterfeits & Forgeries* to assist the original INTERPOL

The world economy was picking up, and Mr. Keesing's business and international network grew steadily; he maintained good relations with leading figures in the financial sector and had close ties with the national police. As the economy grew, so did the crime of counterfeiting. In 1923, an international police congress was organized in Vienna to discuss national governments' concerns about the counterfeit money in circulation and a better cooperation between national police forces to combat counterfeiting. As a result, the International Crime Police Commission (ICPC), known today as INTERPOL, was established. The commission, head-

Counterfeits & Forgeries was a black-and-white, loose-leaf manual that was updated monthly, with clear images and detailed descriptions of the most recent banknotes and counterfeits in circulation.



European police forces and financial institutions as a reliable source of information.

In the years that followed, Keesing's manual became the European standard for reference for detecting counterfeit money and preventing fraud.

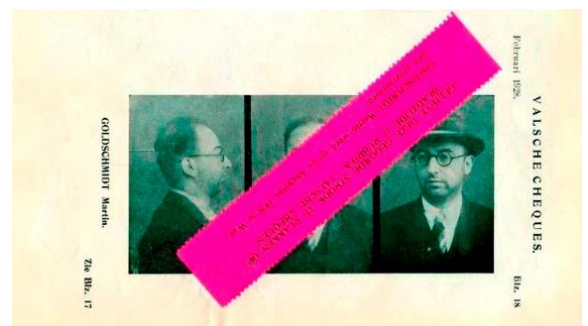


Figure 4: Impressions of the inside of Counterfeits & Forgeries





Figure 5: Enlarged upper left corner of a genuine (left), and a false (right) reverse side of a 50 guilder bill. Banknotes which were featured in the printed booklet from 1923.

World War II: The business survives while the Keesing family is in exile

After the flourishing 1920s and 1930s, Keesing's publishing house entered a dark period during World War II. By 1940, the Netherlands was occupied by Germany. The Keesing family, being Jewish, had to go underground before they could safely flee to the United States in 1942. While the Keesing family was away, the company controller, Peter Diesveld (1912 – 1992), kept the Keesing operation running.

The war ended and, in November 1945, the Keesings were able to return to the Netherlands and their publishing company. They resumed their cooperation with the ICPO. Mr Keesing and his son Leo (1912-1997) took their places on the company board of directors and made Peter Diesveld the third director.



Figure 6: Mr Leo Keesing

Keesing develops unparalleled expertise

After the war, the company expanded ambitiously with new offices abroad. With *Counterfeits & Forgeries* Keesing produced an excellent banknote verification manual that would eventually be used by organisations worldwide for detecting and recognising

banknote fraud. Through good relations with the police and the financial sector, and the partnership with the ICPO, Keesing built up an increasingly broad and comprehensive knowledge of banknotes and counterfeits. Over time, the company developed a worldwide, unique expertise: creating perfect reference material for detecting fraud with secured documents.

More international travel calls for travel document verification

By the 1980's and 1990's, intercontinental travel became easier and more popular. A corresponding need arose for a reference resource on travel documents (e.g., passports, identity cards, etc.). Keesing met this need by compiling an enormous collection of ID reference material. At first only Dutch, French and German ID documents were included. But soon the collection was expanded with ID documents from other countries.

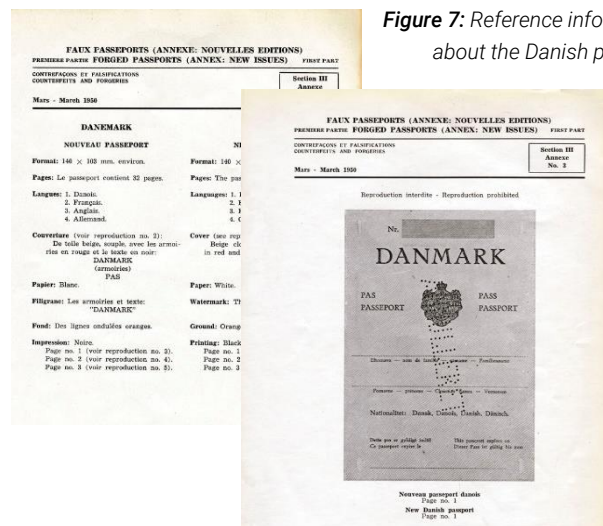


Figure 7: Reference information about the Danish passport

Due to its strong network with police and government institutions, Keesing was able to build an extensive new database with reference material from ID documents.

To further expand its ID reference material, the company acquired another publishing company: Security Documents Publishing (SDP), publisher of *Passport Manual*. *Passport Manual* was then issued and further developed by Keesing. A new product segment was introduced: ID document verification. Keesing's clientele, which then consisted mainly of financial and government institutions, was very interested in Keesing's newest publication. But airports and security companies also began to see the value of checking ID documents using reliable reference materials. The acquisition of SDP accelerated the company's ID verification business. *Passport Manual* eventually formed the basis for the Keesing's ID document reference manual *Keesing Identity Checker* that first came out in the late 1990s.

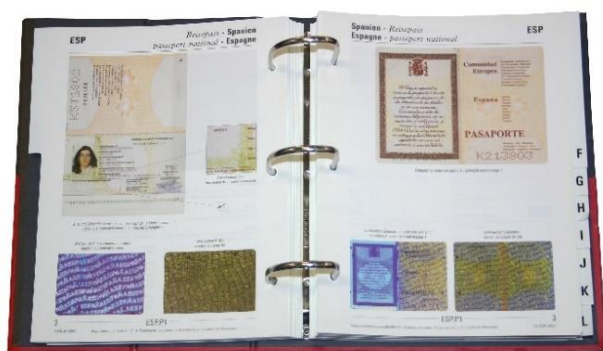


Figure 8: Keesing Identity Checker

Not much later, Keesing launched another new product together with INTERPOL: the *Annual Passport Guide*. This specialist guide contained high-quality reference material, including clear descriptions and images of passports and ID cards issued in Europe and several other countries.

The introduction of these two new manuals placed Keesing on the map as a global provider of reference material for ID documents and helped the company to build and expand its own ID documents database.



Figure 9: Keesing Office in Amsterdam in the '70's

Greater use of personal IDs leads to identity fraud

By the '90s, personal identity documents had become increasingly important for various purposes. ID documents such as driver's licenses were used not only for travel or the application of public services, but also for the entering into contracts (employment, loans, etc.) and the purchase of services (e.g. rental, legal, health care, financial). The increased use of ID documents led to an epidemic of identity fraud, which, in turn, created a need for reference guides and tools for ID document verification.

Keesing's product segment for ID document verification was expanding and its database became increasingly comprehensive and sophisticated. Keesing teamed up with various Dutch banks to develop the *Overview of Dutch Identity Documents (OIN)*: a reference



Figure 10: Overview of Dutch Identity Documents (OIN)

guide with tips for verifying ID documents that were circulating in the Netherlands. The OIN helped bank employees perform an ID check quickly and professionally.

In 1997, Keesing launched its first comprehensive manual for the verification of ID documents: *Keesing Identity Checker (KIC)* with extensive reference material on ID documents from dozens of countries. The company's expertise and reputation, as well as the quality of

information offered through its products, continued to grow. *Keesing Identity Checker* eventually became a full-colour, loose-leaf manual for the inspection and verification of thousands of ID documents from all over the world. The KIC eventually replaced the well-known *Annual Passport Guide* and *Passport Manual*.

By the end of the '90's, Keesing owned the world's most complete and comprehensive body of information for the inspection and verification of ID documents.



Figure 11: Keesing product portfolio for banknote and ID document verification, including the KIC in the middle.

Keesing embraces the technology trend with Documentchecker

Worldwide, information was increasingly being digitised. Companies began offering their products in digital form, making it possible for them to serve a larger market more efficiently and remotely. Keesing embraced this important technology trend. In 1999, Keesing's publications were digitized, and Keesing's valuable reference information became accessible via a secure online database: Documentchecker.

Documentchecker enabled customers to verify and inspect banknotes and ID documents from all over the world. Customers also experienced a more efficient

and effective verification process, thanks to Documentchecker's high-resolution images and effective descriptions. Documentchecker rapidly became the world's most comprehensive digital reference database for ID documents and banknotes – a reputation it enjoys even today.

With Documentchecker as its flagship product, Keesing was rapidly expanding, particularly its ID-document-related business. Banknote verification remains an important product segment for Keesing, but with the 2002 introduction of the Euro as the new single currency of the European Monetary Union and the global surge in digital payments, that market began to stabilize. The Keesing family, however, anticipated enormous growth in the worldwide need for ID verification solutions and decided to concentrate product and business development on the company's ID document verification segment.

And they were right: the demand for both print and online products for the verification of ID documents has increased tremendously since 2000. Since its inception, the Documentchecker database has continuously expanded and now contains more than 2,000 ID documents from a variety of countries. Thousands of companies and government agencies around the world now use Documentchecker or the printed KIC manual to check ID documents.



Figure 12: Keesing Documentchecker - Identity Documents



Figure 13: Automated ID document verification

Keesing as a technology provider with automated ID document verification

By the 21st Century, laws and regulations require companies to verify the identity of their employees and customers in order to prevent illegal labour practices and money laundering. Also, the need to better secure event venues and workplace settings has rapidly increased the demand for identity checking tools.

The need for an automated verification process soon arises. Such a process helps companies to improve efficiency, cut costs and do better business. In 2006, Keesing launches its first automated ID verification solution: Keesing AuthentiScan, which performs automated checks on ID documents, such as passports and driving licenses. The system guides the user through the different steps of the ID check, including checking the document and profiling (i.e. if the person presenting the ID document matches the data and picture on the document). It alerts the user when, for example, the ID document has expired, a working permit or a visa is required.

With the introduction of AuthentiScan, Keesing is now not only a publisher, but also a technology provider. Keesing's clientele for its ID verification

solutions continues to grow and the company is starting to establish a strong reputation in the field of ID documents and ID verification.

Company changes ownership and its name, expands product offerings

Also in 2006, the Keesing family decided to withdraw from the company. They sold the company now known as Keesing Reference Systems to the Telegraaf Media Group (TMG). Because of its excellent reputation and strong brand recognition, Keesing continues operating under its existing name.

Keesing products now help thousands of customers all over the world prevent and combat fraud on a global scale. The company's excellent reputation rested on more than 80 years of experience and expertise, and on its carefully-built and maintained international network in both government and business sectors. Keesing frequently appeared at relevant industry events as a sponsor and speaker, sharing its knowledge and experience.

In 2010, TMG sold Keesing Reference Systems to SURYS Group (the former Hologram Industries Group), a company that has more synergy with the business. In the subsequent years, Keesing developed a variety of advanced digital ID verification solutions addressing the surge in requests for digital and automated ID verification. Keesing launched different ID verification formulas, each meeting the requirements and standards of different vertical markets. CopyScan, for example,



met the demand for quickly checking copies of ID documents automatically and in bulk batches. And with the offline version of AuthentiScan, Keesing was able to offer ID verification that can be fully integrated into a company's existing operating system. At the same time, the Documentchecker database continued to grow and now contains 2,500 ID documents and 4,900 banknotes from over 200 countries, along with new features such as an interactive hologram viewer.

With Keesing's increasing focus on solutions for the automated verification of ID documents, "Reference Systems" no longer covered the scope of the company. In 2012, the company announced a new name: Keesing Technologies, and opened a new office in Paris. Keesing had been working in close cooperation with the digital business unit of the SURYS Group, which focused on the development of anti-counterfeiting technologies. To fully benefit from the synergy between the two companies, Keesing began managing the product portfolio of the Group's digital business unit.

The addition to its product range for document verification led to greater diversification, extensive know-how and offered Keesing the opportunity to tap into new markets. SURYS heavily invested in R&D and in the further development of Keesing's portfolio of market-leading brands, positioning Keesing to deliver cutting-edge solutions that serve a wide variety of industries to address the evolving threats of ID fraud and counterfeiting. The company remains actively involved in several governmental projects and working groups associated with the use of ID document verification solutions for fraud prevention, anti-money laundering, border control and security purposes.

Not long after the name change, the company launched AuthentiScan Premium: a state-of-the-art solution for extensive ID verification based on 40+ automated checks of the ID document. With the AuthentiScan product suite, Keesing began offering organisations,



Figure 14: Keesing AuthentiScan

such as government agencies and financial institutions, a fully automated solution for verifying ID documents while simultaneously managing regulatory, financial and reputational risk.

An acquisition expands Keesing's North American module and market

In October 2013, Keesing expanded both its ID document database and market presence by acquiring



Figure 15: North American IDs in Documentchecker

ID Scientific (IDS) and opening a new office in Washington DC. IDS was the largest content holder of North American driver's licenses. IDS' valuable content was then integrated into

Documentchecker, allowing Keesing to offer a brand new, unique module of Documentchecker for the verification and inspection of North American ID documents. This acquisition paved the way for further expansion and growth in the North American market.

Sharing expertise through Keesing ID Academy

Just as companies worldwide are increasingly in need of an automated, digital ID verification solution, there is

a corresponding demand for training and knowledge sharing with regard to document verification. In response, Keesing founded the Keesing ID Academy in 2015 with the goal of providing customers with the knowledge they needed to recognise and prevent ID fraud.

Standing tall for more than a century, leading the way in identity verification

In recent years, Keesing evolved into a global technology provider of easy-to-use, reliable ID verification solutions. The company expanded further with an in-house development team and launched new and improved versions of AuthentiScan, including an app, an on-premise solution and a web API.

In 2018, Keesing Technologies added biometric verification to its AuthentiScan product suite, combining state-of-the-art ID document verification with face-match and liveness detection technology. This provides a complete identity verification solution including the verification of both the actual ID document and the true identity of the person presenting the document.

Through the web API, Keesing offers a solution that is ideally suited for customer onboarding. It can be used on-premise or remotely, enabling the customers of Keesing's clients to onboard themselves using a selfie-based ID verification.

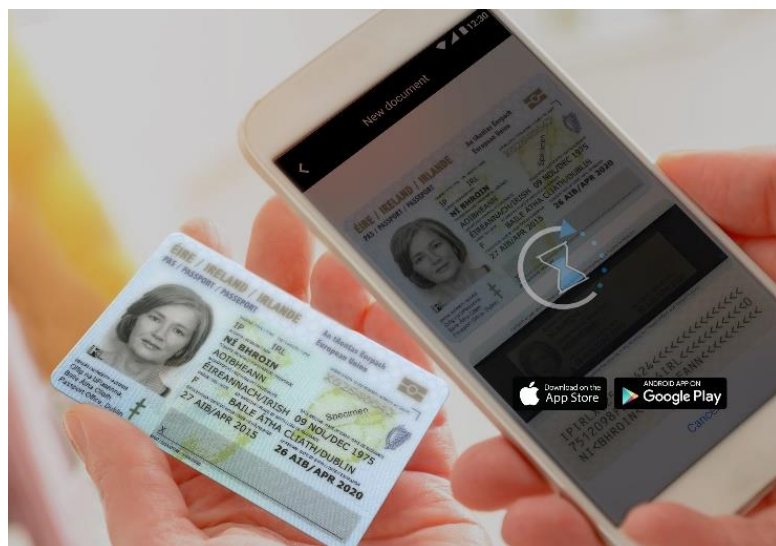
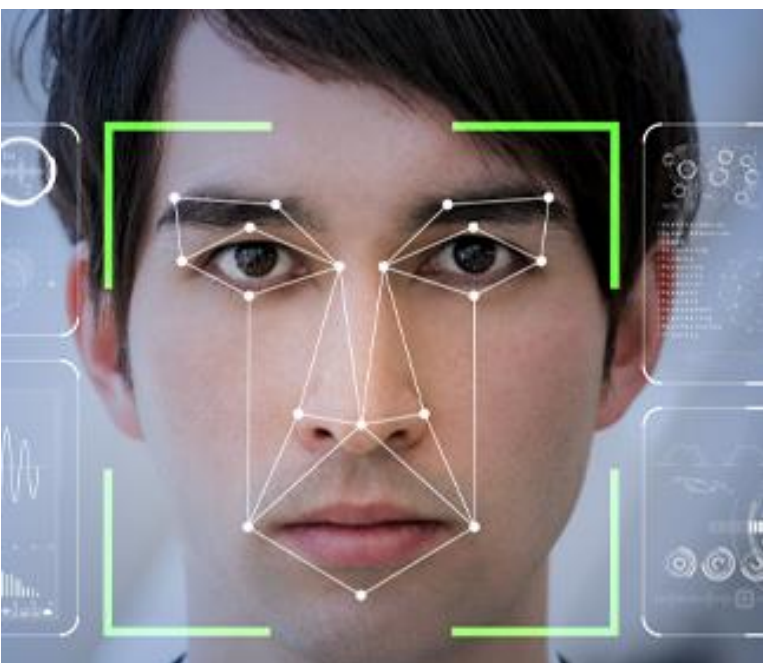


Figure 16: An app for ID verification

Since the early 20th century, Keesing has built an exceptional history of providing innovative document verification solutions of the highest quality. Starting as a one-man show, then becoming an international publishing house and enduring World War II, Keesing ultimately became a modern leading-edge technology provider. The company remains the global market leader in banknote and ID document verification.

Today, the company is headquartered in Amsterdam and has offices in France and the United States with 40+ employees who build on yesterday's foundation, to reach tomorrow's milestones.

Keesing Technologies has been standing tall for more than a century and continues to lead the way in identity verification.



- The Story of Keesing Technologies –
Standing Tall for More Than a Century

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