



Cleafy and Kirey Group unite to tackle online fraud in banking

30 January 2025, Milan, Italy - In banking and financial services, the stakes have never been higher. Late in 2024, Cleafy and Kirey Group joined forces to tackle the escalating challenge of online fraud. This partnership goes beyond resource-sharing - it's about reshaping how financial institutions in Italy and Spain protect their digital ecosystems, while transforming the fraud operation center towards an increased efficiency.

Kirey Group has long been the go-to name for banks looking to navigate the turbulent waters of fraud management. With a track record of getting results, they've built trust where it matters most: on the ground, where the battle against online fraud is fought daily. Cleafy, on the other hand, brings its technology and services to the table - sleek, intuitive, and designed to stay ahead of the threats banks face.

What sets this collaboration apart is more than the merging of expertise and technology. At its core is a shared belief that protecting digital assets requires a tailored, flexible approach. Kirey recognised Cleafy not as just another provider but as a true partner, one that enhances their strategy and brings an edge perfectly aligned with their dedication to delivering results.

For Cleafy, this is more than a new market opportunity. It's a chance to work with a team that understands the realities of fraud management - protecting daily more than 100M banking users at a global level - not just in theory but in practice. By combining Cleafy's solutions with Kirey's insight, the partnership offers something rare: tools that don't just tick boxes but genuinely improve how institutions fend off fraud.

Together, the two companies are raising the bar for what banks can expect regarding security and compliance. With Kirey's deep connections in the region and Cleafy's technology providing the backbone, this partnership is set to change how online fraud is tackled - not as an isolated problem but as a fundamental part of running a secure and trusted financial institution. As the collaboration gains momentum, one thing is clear: this is a partnership built to make a real difference.

Michael Morris, Product Director at Cleafy, said, *"This partnership is about more than addressing today's threats. It's about redefining how banks safeguard their future. By combining Kirey Group's deep regional expertise with Cleafy's cutting-edge technology, we're creating solutions that don't just adapt to fraud but stay ahead of it."*



“For us, Cleafy is not just a provider but a true partner, capable of enhancing our strategy and strengthening our results, allowing us to truly improve how institutions fight fraud. With Cleafy’s technology, addressing online fraud becomes an integral part of running a safe and secure financial institution, moving away from the perspective of an isolated problem” said Alessandra Girardo, General Manager Italy of Kirey Group.

About Kirey Group

Kirey Group stands out as one of the most influential system integrators in the European market, guiding companies in their journey towards digital transformation and evolution into data-driven organisations. Leveraging strong expertise in Data & AI, Kirey Group focuses on data as a strategic asset for business development.

With its headquarters in Italy, a solid presence abroad, and over 1,000 employees, Kirey Group offers an integrated range of services spanning Cloud, Software Development, Cybersecurity, Infrastructure & Automation, and Monitoring. Its extensive technological expertise enables Kirey Group's clients to effectively manage constantly evolving market scenarios, transforming change into tangible business value. Year after year, major players in the Insurance, Banking, Manufacturing, Retail, Public Administration, and Oil & Gas sectors place their trust in Kirey Group, resulting in over 10,000 successful business cases. To learn more: www.kireygroup.com.

About Cleafy

Founded in 2014 by alumni of the Polytechnic of Milan, Cleafy addresses modern fraud challenges intensified by digital transformation, AI advancements, and evolving regulations like PSD2. Our advanced AI-powered platform seamlessly integrates cybersecurity and fraud management, providing real-time, comprehensive protection.

Securing billions of transactions across over 100 million accounts, Cleafy sets the standard in proactive fraud prevention for leading banks and financial institutions. We empower institutions worldwide to outpace cybercriminals, safeguarding the integrity of their operations and ensuring every online banking interaction is secure without compromising customer experience, protecting the digital banking ecosystem from start to finish. For more information visit www.cleafy.com