

## Keyser Söze and the Great Integration Myth

Do you remember the movie *The Usual Suspects* where Verbal Kint (Kevin Spacey) spends a great deal of the film telling Agent Kujan (Chaz Palminiteri) a series of stories to keep from being detained? The ultimate scene of the movie comes when Kint leaves Kujan's office and Kujan sips his coffee and looks at the board in front of him. He quickly notices that every piece of information from Kent's story comes from clippings attached to the board, names of perpetrators, etc. In short, nothing that Kint spent the last 1.5 hours telling Kujan has any truth whatsoever.

Recently, we've noticed a recent trend when it comes to our prospects and internal discussions around adding a new verification partner.

Normally, we have a meeting where we provide pricing and our claim that any company can integrate with us in less than 2 hours. The person on the other end of the Zoom call is excited because we can save the company money and integrate very quickly.

Then, just like Agent Kujan's coffee cup hitting the floor of his office, comes the crash of misinformation. Our contact partner tells us: "sorry, but someone in our IT team says that integrating with Verifeye will take too much time and we don't have any capacity in our team at the moment".

Just as Verbal Kint creates the myth of the dangerous Keyser Söze, the IT team starts weaving a story of complicated integration. Mind you, no person on the IT team has even tested our platform nor really looked at how simple the integration actually is. Just like no one ever actually saw Söze.

So, in essence, our platform really takes as much time to integrate as re-watching "The Usual Suspects". The proverbial green jaguar waiting for you at the end of this easy integration are lower prices and a process that is 100% automated and has zero human involvement.

And remember the famous description Kint makes about "Keyser Söze": "the greatest trick the devil ever pulled was to convince the world he didn't exist." Don't let your IT team convince you that our integration is a painful process. Just like Keyser Söze, it simply doesn't exist.



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