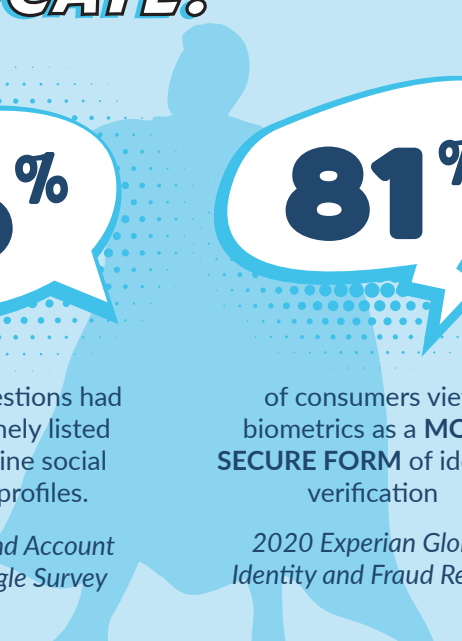


BIOMETRICS TO THE RESCUE

THE SHIFT TO MORE MAINSTREAM BIOMETRIC ADOPTION IS DRIVEN BY GAPS IN TRADITIONAL AUTHENTICATION, INCREASING FRAUD, AND A DESIRE TO STRENGTHEN SECURITY WITHOUT SACRIFICING USABILITY.

In a recent study by Biometric Update and ID R&D **42%** of respondents reported that they have deployed biometrics for authentication in some form, and **1 in 3** are currently weighing their first biometrics implementation.



WHAM! WONDER TWIN POWERS AUTHENTICATE!

80%

of HACKING-RELATED BREACHES are caused by compromised, weak, and reused passwords.

2019 Verizon Data Breach Investigations Report (DBIR).

17%

of users report NEVER CHANGING THEIR PASSWORD, and only 1 in 5 do so when a hack makes news.

Pew Research Center

16%


of security questions had answers routinely listed publicly in online social networking profiles.

Secrets, Lies, and Account Recovery, Google Survey

81%

of consumers view biometrics as a MORE SECURE FORM of identity verification

2020 Experian Global Identity and Fraud Report



SMASH! SECURITY GAPS TO FIGHT FRAUD

SOCIAL ENGINEERING SCAMS ABOUND WITH FRAUDSTERS USING STOLEN CREDENTIALS AND SYNTHETIC IDENTITIES TO OPEN NEW ACCOUNTS, SIGN UP FOR SERVICES, AND TAKE OVER EXISTING ACCOUNTS.

↑32%

Increase in MOBILE New Account Fraud

↑88%

Increase in CREDIT CARD New Account Fraud

↑38%

Increase in BANKING New Account Fraud

1.69 MILLION


U.S. Fraud Complaints in 2019

Federal Trade Commission Report


↑78%

Increase in the number of account takeovers in 2018

Javelin Strategy




POW! BIOMETRICS SAVE THE DAY




VOICE AND FACE BIOMETRIC AUTHENTICATION

Replace vulnerable SMS-based 2FA with frictionless biometrics and liveness detection across mobile, web and phone channels.



FACE RECOGNITION WITH PASSIVE LIVENESS DETECTION

Strengthen identity proofing during digital onboarding while reducing time and effort. Passive liveness boosts security without adding any extra effort for the user.



VOICE BIOMETRICS IN THE CONTACT CENTER

As much as 61% of account takeovers can be traced back to the call center. Create watchlists of known fraudsters and use voice biometrics to catch repeat offenders.



BAM! THAT'S A SUPER CUSTOMER EXPERIENCE

IMPROVE SECURITY

88%

of consumers say their perception of a business is improved when a business invests in the customer experience, namely security.

Experian

REMOVE FRICTION

96%

Passwords and cumbersome onboarding processes frustrate users and result in lost business. 96% of customers become more disloyal after a high-effort service interaction

Gartner

OFFER CONVENIENCE

38%

Customers want interactions to be fast and easy and security is no exception. 38% of new banking customers will abandon account creation if the onboarding process takes too long, or too much information is required.

Deloitte

Interested in learning how you can improve security and the user experience?

Visit your friendly neighborhood Biometric provider at

idrnd.ai

