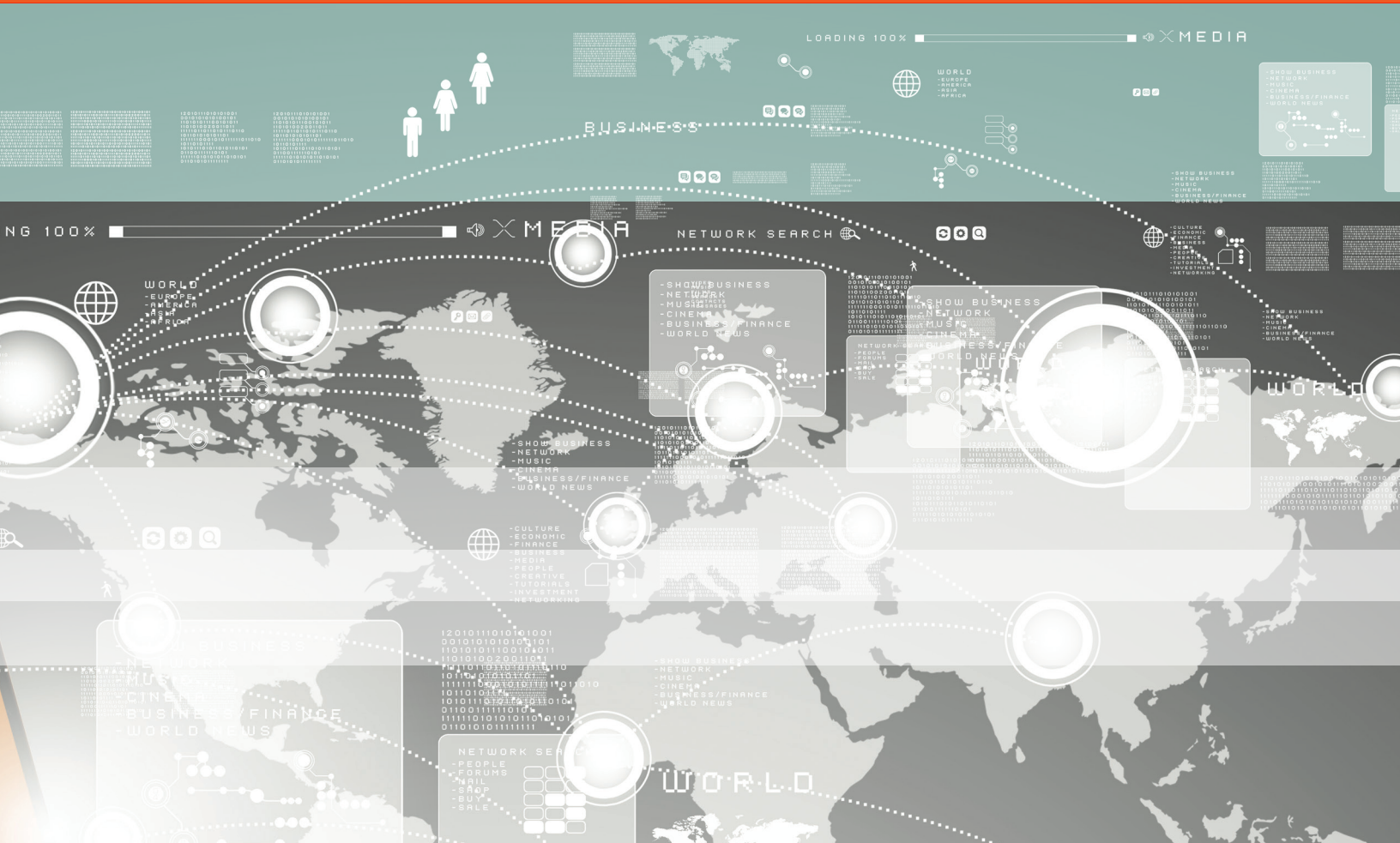


2022 Intelligent Authentication and Fraud Prevention Intelliview



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In this fourth annual Intelliview, Opus Research and SymNex Consulting provide enterprise decision makers with competitive context for evaluating selected solution providers supporting secure customer contact experiences and fraud prevention.

Intelligent Authentication (IAuth) captures a range of products and services that includes biometric factors (voice, behavioral), network intelligence and orchestration used for fraud detection and continuous authentication. This report evaluates 22 solution providers from across the IAuth spectrum who are actively deploying technologies that improve enterprise security, efficiency and customer experience.

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» Table of Contents

Executive Summary	4
Modern Solutions for Authentication and Fraud Prevention	5
Appealing to a Broader Spectrum of Businesses	5
Field Results Show Growing Interest in New Authentication Methods	5
Innovations in Voice Biometrics	7
Short Utterance Text Independent Authentication	7
Cloud Contact Center	8
Market Stratification	8
Access and Availability – “Click to start”	9
Integrating Analytics and Intelligence into Platforms	10
Speech Analytics	10
AI-Infused Analytics for Fraud Detection	10
Trusted Agents	10
Network Intelligence	11
Integration	11
Introducing Two New IAuth Categories	11
Network Authentication and Fraud Detection	10
Behavioral Biometrics	12
Intelliview Maps	13
Platforms	14
Voice Biometrics	16
Cloud Providers	18
Network Authentication and Fraud Prevention	19
Behavioral Biometrics	21
Intelligent Solutions for the Low-Effort Authentication and Fraud Detection	22
Appendix A – Company Dossiers	23

Table of Figures

Figure 1: Technology Methods for Authentication and Fraud Detection.	6
Figure 2: Solution Providers Under Evaluation	7
Figure 3: Voice Biometrics Market Stratification	9
Figure 4: 2022 Intelliview Map – IAuth Platforms	14
Figure 5: 2022 Intelliview Map - Voice Biometrics	16
Figure 6: 2022 Intelliview Map - Network Authentication	19
Figure 7: 2022 Intelliview Map - Behavioral Biometrics	21

Executive Summary

Requirements for Intelligent Authentication (IAuth) have changed significantly since Opus Research and SymNex Consulting issued our last Intelliview. Billions of people, often in lockdown, routinely use smartphones, tablets or connected computers for banking, e-commerce, telehealth and to avail themselves of government services. Fraudulent imposters have also markedly stepped-up efforts to take advantage of vulnerable authentication strategies.

The 22 solution providers evaluated expand the concept of IAuth beyond voice authentication in Contact Centers or IVRs to support real-time (often passive) use of multiple biometric factors, informed by network intelligence and orchestrated by AI-infused decision engines.

Key highlights include:

- **Solutions Address Authentication and Fraud Prevention:** The same technologies that enable strong authentication can also be deployed for fraud prevention. The transition to modern authentication takes time. Approaches with improved fraud detection can deliver immediate returns and keep fraudsters at bay during transition.
- **Smartphones Play an Expanding Role:** Microphones capture voice, cameras support facial recognition, but that is just the start. Smartphones are highly personal devices that are constant companions for their owners. Possession is a factor in and of itself. The way each smartphone owner inputs information through a screen or places a phone into his or her pocket can help generate confidence scores that individuals are who they claim to be.
- **Voice Biometrics Are Foundational:** The IAuth Intelliview started with providers of solutions that used voice biometrics for caller authentication. Last year's report included companies that added behavioral biometrics and assigned importance to resources that orchestrate the mix of factors to be employed based on the risk associated with an individual and his or her actions.
- **Emergence of Network Authentication and Fraud Detection:** Signaling and other network intelligence data is enabling possession-based authentication and anomaly detection to identify potentially fraudulent calls. Fraud detection and call diversion can take place before a live agent is engaged putting network intelligence to work to establish secure, trusted communication links between businesses and customers.
- **Consumer ID and Access Management (CIAM) Falls Short:** Old-guard "IAM" providers address some of the challenges of digital and mobile security and user authentication, such as registration/enrollment and single-sign on, but they only begin to address core user experience issues that are vitally important for supporting friction free, continuous authentication and fraud prevention.
- **Expect More Vertical and Smaller-Scale Use Cases:** IAuth's core technologies have proven accuracy, effectiveness and ROI at scale in sensitive verticals like banking, insurance, healthcare and government. Solutions now address both security and personalization for retailers, restaurant chains, pharmacies and other verticals with lower volume, lower value transactions.



About SymNex Consulting

SymNex Consulting works with some of the most innovative and customer centric organisations to help them make the case for, design and implement transformational changes to the telephone welcome experience. Delivering dramatic improvements in the efficiency, security and convenience of these process through technology, pragmatism and behavioural understanding.

About Opus Research

Opus Research is a research-based advisory firm providing critical insight and analysis of enterprise implementations of software and services that support multimodal customer care and employee mobility strategies. Opus Research calls this market “Conversational Commerce” with tailored coverage and sector analysis that includes: Self-Service & Assisted Self-Service, Voice & Call Processing, Web Services, Personal Virtual Assistance, Mobile Search and Commerce and Voice Biometrics.

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