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# Strong Authentication for Mobile Commerce





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**The statistics surrounding mobile banking are impressive and growing dramatically. This year, more than 590 million phone users will have made use of their mobile devices for banking purposes, jumping to more than one billion individuals by 2017. Such accelerated activity is a magnet for fraudsters. Imposters use phone-based channels to perpetrate identity fraud, while thieves – using the tools that support mobile commerce – have more ways to commit “merchant fraud.” Voice biometrics proves to be an effective way to combat both.**



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### 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. [www.opusresearch.net](http://www.opusresearch.net)

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