

# Voice Biometrics Update 2011: Attacking Adjacent Markets

*With over 6.5 million registered voice prints supporting user authentication, we can begin to detect patterns that are defining successful adoption of the technology. It is clear that voice biometrics must be incorporated in multi-factor deployment schemes and that demand is destined to be driven by creating a positive user experience across multiple communications modalities and networks. That creates a "multiplier effect" as system integrators, application developers and mobile service providers discover the value of stronger authentication of individual end-users.*

**April 2011**

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## Key Findings:

The voice biometrics marketplace is on-the-move in several respects as opportunities to incorporate the technology into authentication practices around the globe present themselves in contact centers, on mobile devices and in “cloud-based” deployments:

- **There are over 6.5 Million Registered Voiceprints** – Looking around the globe, diversified communications carriers have taken leadership position in implementing large-scale, customer-facing implementations. Global leader, Nuance expects geometric growth, with registered voiceprints for its customers exceeding 20 million within 3 years.
- **Telecoms have an early lead** – Long-time leaders Bell Canada and Telstra have been joined by Turkcell as companies that have deployed the largest customer-facing implementations of voice authentication in customer care.
- **Growth requires more applications and integrations** – Banks, telcos and government agencies do not buy “voice biometrics technologies,” they buy “solutions” to recognized problems and challenges, such as multi-factor authentication for secure commerce or “voice signatures” to authorize transactions.
- **Integrators have important roles to play** – Just as IBM Global Services oversaw the integration of Vocal Password into BellCanada’s contact centers, Salmat, Atos Origin, Leading Software and other integrators have added multi-factor authentication, including voice, to their offerings.
- **Securing mobile apps, services and commerce is a large opportunity** – With the global mobile subscriber base exceeding 5 billion and mobile phones morphing into e-wallets and virtual assistants, voice-based user authentication is gaining attention from developers and network operators alike.
- **Flexible deployment schemes include “The Cloud”** – Hosting or offering voice authentication on-demand provides prospects with a cost-effective entry strategy, making Convergys, Voxeo, ElephantTalk, Angel.com and Nuance On-Demand major facilitators in the coming year.
- **Uncounted opportunities in forensic applications** – Meanwhile voice biometric technologies are taking position among a continuum of acoustic, speech processing, risk management, identity management and speaker detection technologies

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