

Voice Biometrics Market Potential Study: Applications Review and Assessment

The market for voice biometrics-based authentication software is starting to mature. The technology has proven its efficacy and value as the basis of password reset applications for enterprise Help Desk, leading to tens of millions of dollars in recurring revenue. Yet the market will reach a positive inflection point as "customer-facing" deployments grow to support secure, phone-based access to financial services, e-government and electronic payments.

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Key Findings:

The market for voice biometric-based solutions is maturing, having generated nearly \$80 million in licensing and application revenue in 2006. The market will grow modestly in the coming year, then grow to approach \$800 million in revenue by 2011. Factors propelling growth include:

- **The evolution from “technology” to “products”** – For selected applications (like password reset) in specific enterprise settings (like contact centers and “Help Desks”) voice biometric-based authentication has proven value as a solution to well-defined problems.
- **Better interconnection and interaction with existing security infrastructure** – The product of greater acceptance by corporate security officers, as well as general IT implementers.
- **Support from larger integrators and resellers** – Larger firms, such as EMC’s RSA Security division and IBM Global Services, have added speaker verification to their range of products and services
- **Multiple pricing and delivery options** – Solutions have moved beyond premises-based solutions (with pricing based on ports, servers or seats) to include hosted delivery of services driven by enrolled users and, ultimately, transactions.
- **Password reset (PWR) proves its value** – Deployments of this mainstay of speaker verification continue to grow as a result of more stringent security policy and the availability of “mature” solutions.
- **Enrollment has not been a problem** – Several firms that installed voice-based verification customer care contact centers have been pleased to find the large majority of callers choose to enroll.
- **Mandates for hardened authentication for financial services** – Largely driven by regulatory bodies in North America and Western Europe.
- **Largest deployments will be government-driven** – Consensus is building that voice biometrics will play an important role in making e-government services accessible and for hardening authentication where transfer payments are involved.
- **Mobile users to drive next wave of applications** – Access control for both employees and customers using mobile phones create ready-made opportunities for speaker verification solutions.

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