



BIOTRUST

Smart Authentication: Game-Changer for Customer Experience





- A true **Omni Channel** experience
- That far **surpassed my expectations**





...ion (ləj'is-lā'tiv)
...cess of legislating, law
... or group of laws.
leg·is·la·tive (ləj'is-lā'tiv)
... relating to the enactment of laws
... by legislate. **3.** Having the
... legislative body of a government



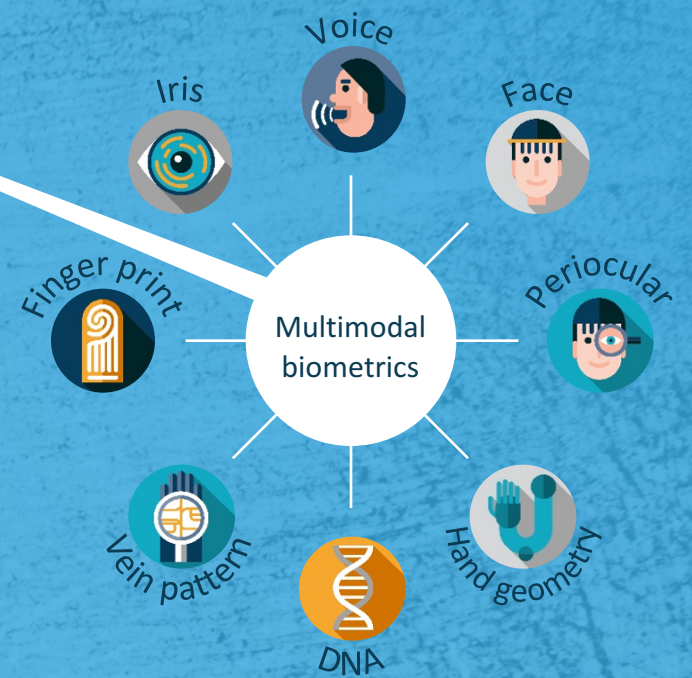
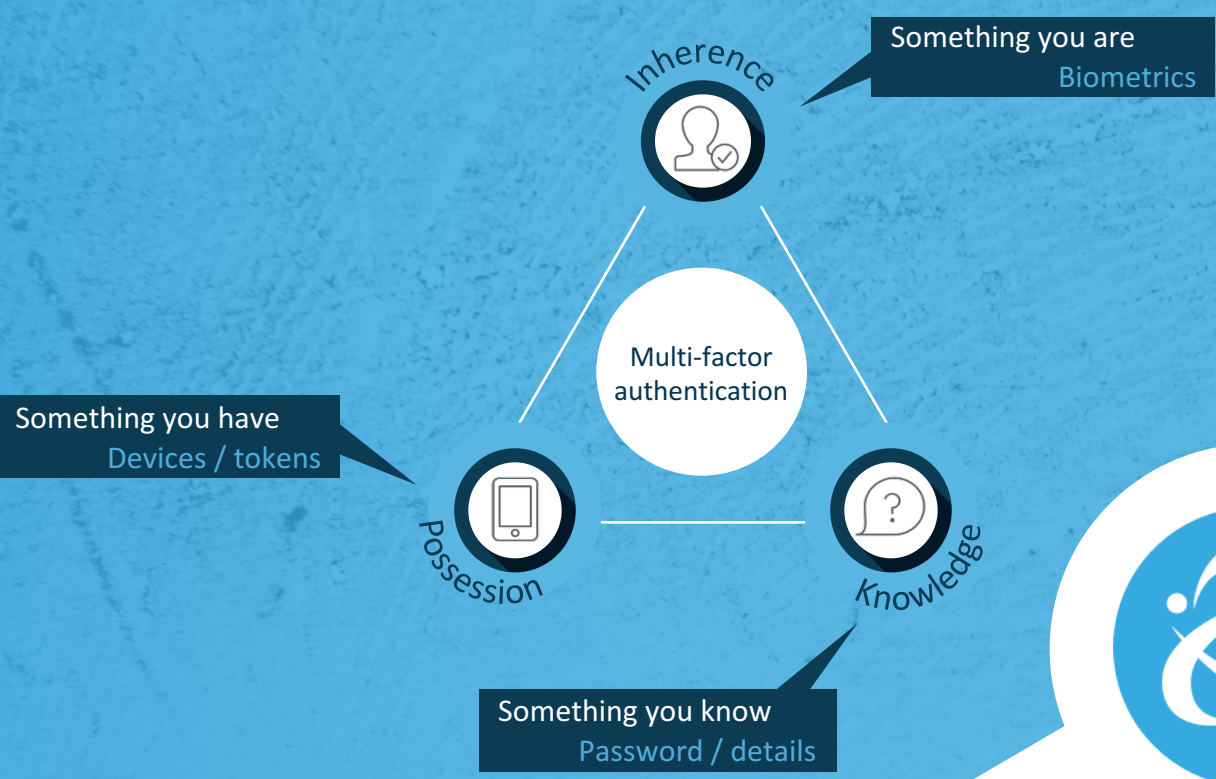


How to ensure ..

A convenient authentication experience &
secured personal data



**“Privacy is something you can sell,
but you can't buy it back.”** — Bob Dylan



Biometrics as game changer



Game changers

1

Improve identity fraud prevention

2

Increase productivity by reducing handling time

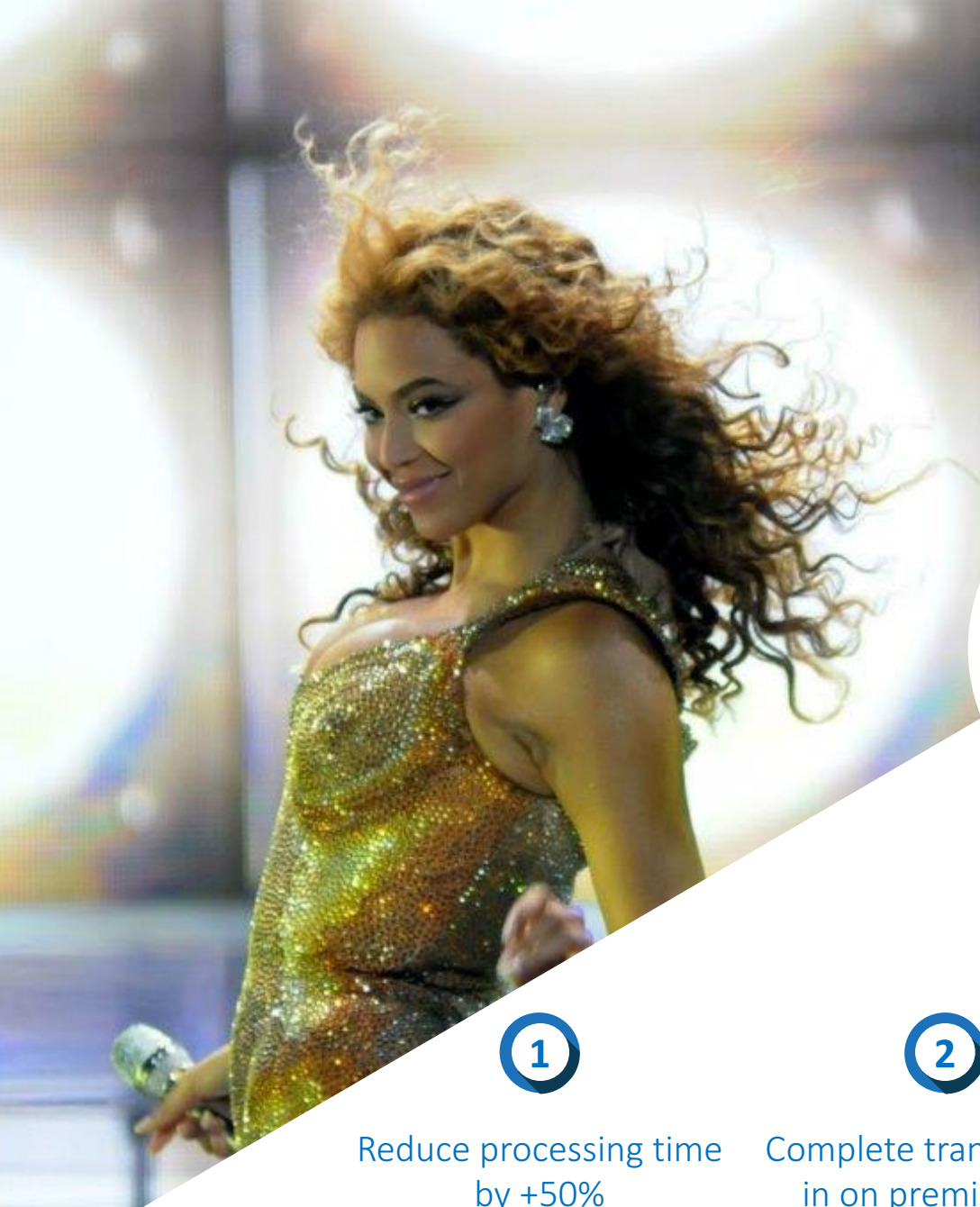
3

15% cost savings

4

Improve experience through authentication convenience

- Passive **caller authentication** for a European security company (alarm services)
- **The client ambition:** to be the most client-oriented services company through end-user convenience



Game changers

1

Reduce processing time
by +50%

2

Complete transparency
in on premise staff

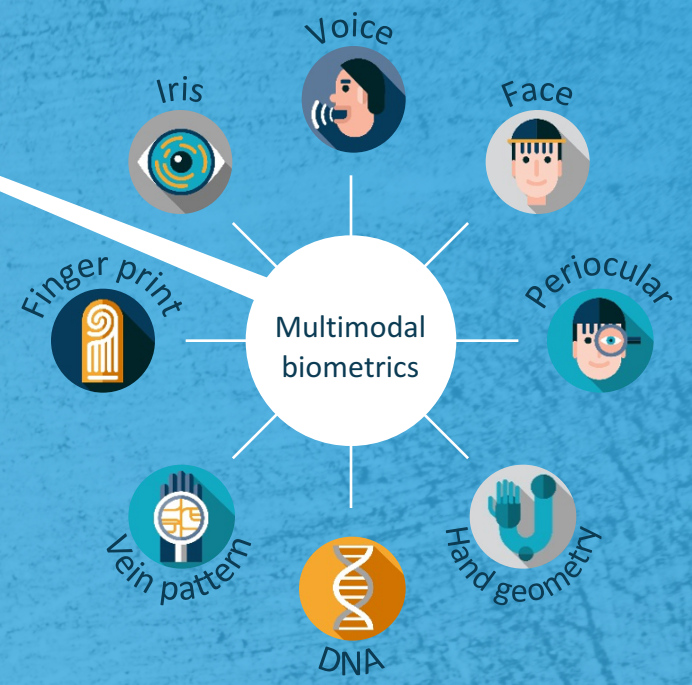
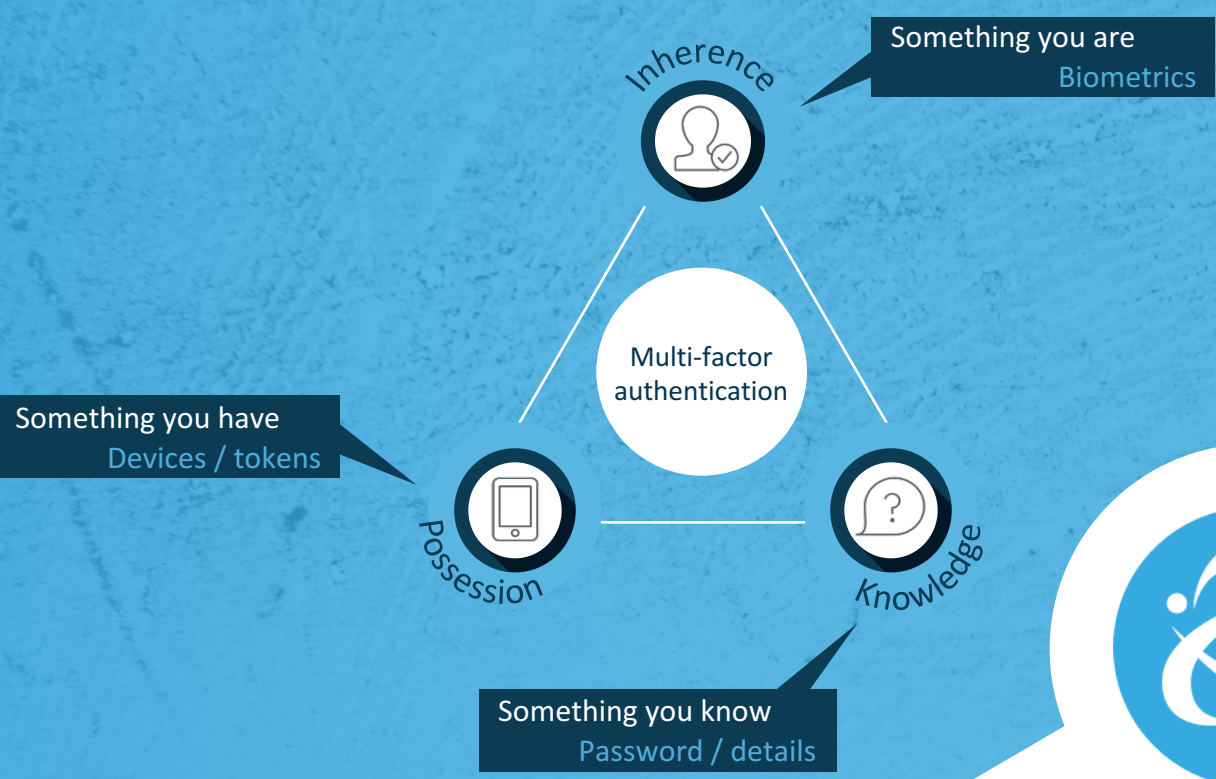
3

Integrate
supply chain

4

Strengthen
security

- **SMART stadium** as concept to technology development
- **Step 1:** Processing of facility services personnel during events based on facial recognition

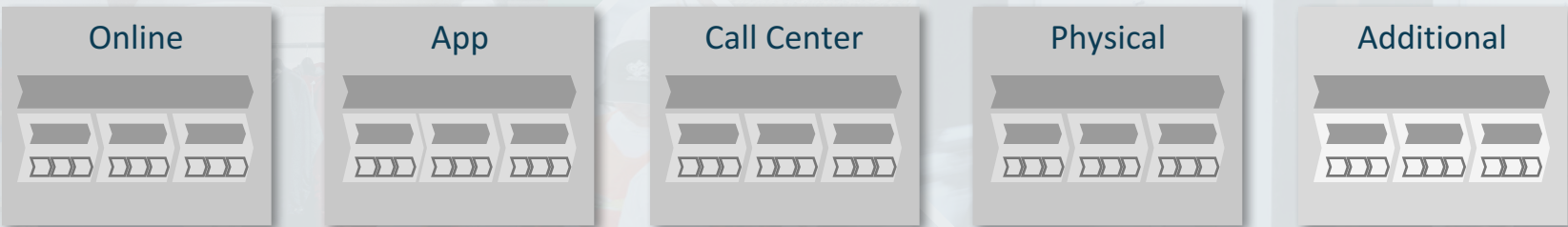


Combined with an omni channel experience

Omni Channel
Authentication



Channel
Diversity



Management
Execution

SAML as protocol for secured authentication and authorization exchange



1) Who do I trust with my personal data?

“Privacy is something you can sell, but you can't buy it back.” — Bob Dylan



SP
Service Provider



IDP
Identity Provider



- Social Login
- Tradition Credentials
- Biometrics

2) Who can use my personal data?



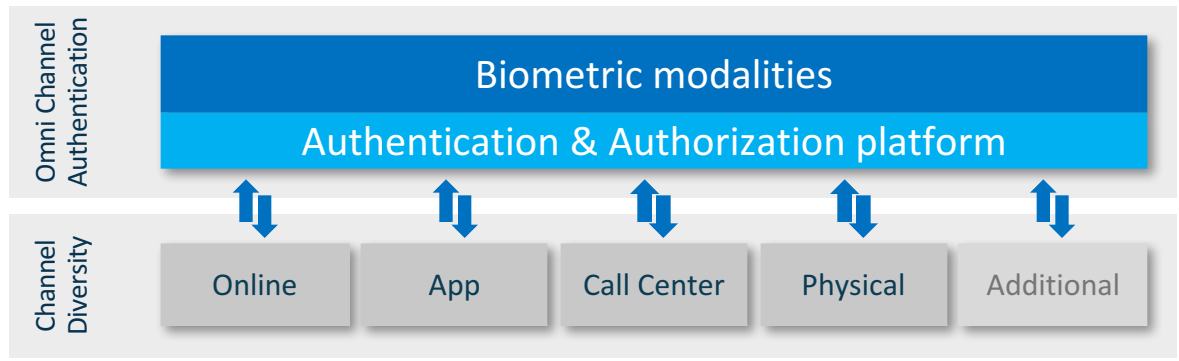
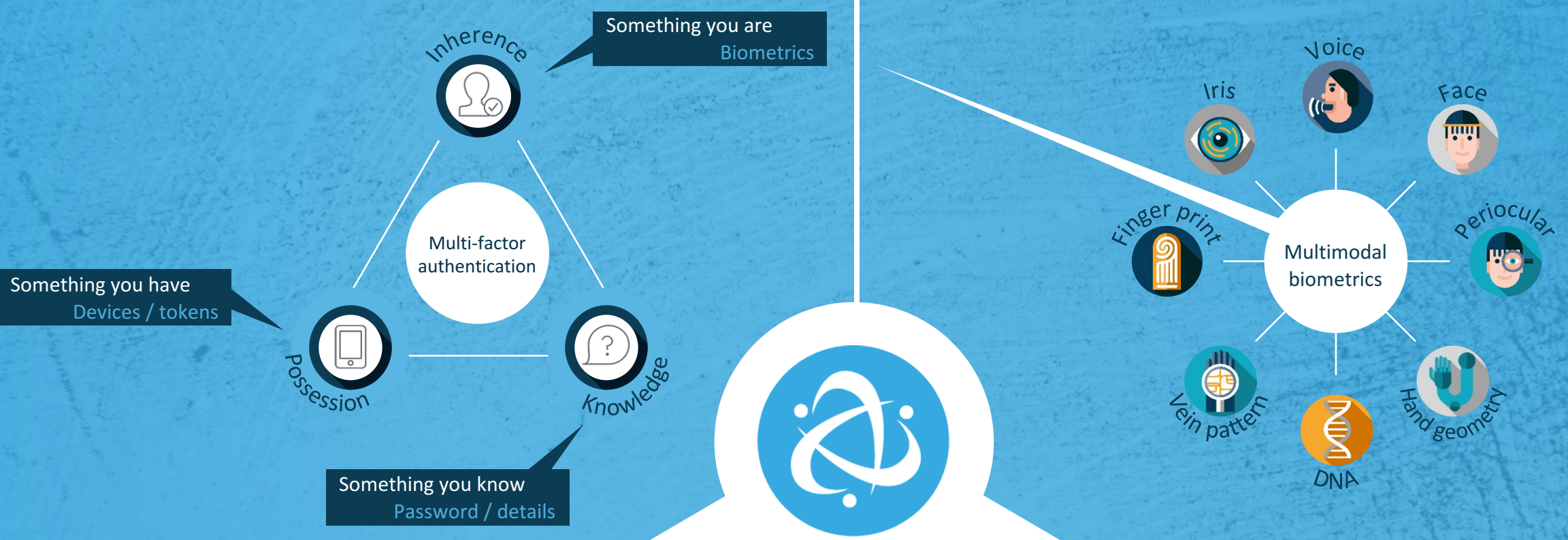
1) Ordering a book on Amazon

2) Verification of identity

3) Authorization of transaction




Key based on Circle of Trust





B I O T R U S T

www.biotrustid.com

Linked  in