The Objectives of IAuth

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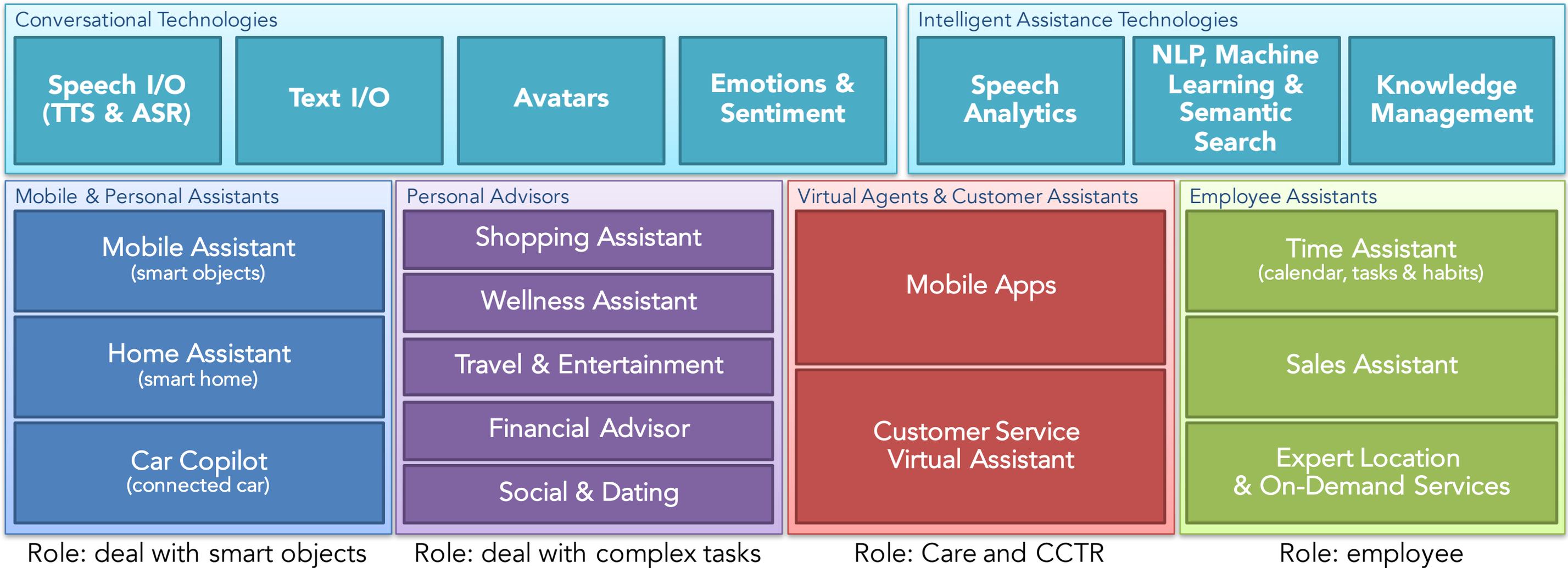
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IA-Squared's Big Tent

- Start with Intelligent Assistants
  - Resource to control our O2O existence
  - "It understands me!"
- Add Continuous Authentication
 - For security and privacy
  - For Personalization

Must Be Simple, Seamless and Friction-Free

Intelligent Assistance

Conversational Technologies
- Speech I/O (TTS & ASR)
- Text I/O
- Avatars
- Emotions & Sentiment

Intelligent Assistance Technologies
- Speech Analytics
- NLP, Machine Learning & Semantic Search
- Knowledge Management

Mobile & Personal Assistants
- Mobile Assistant (smart objects)
- Home Assistant (smart home)
- Car Copilot (connected car)

Role: deal with smart objects

Personal Advisors
- Shopping Assistant
- Wellness Assistant
- Travel & Entertainment
- Financial Advisor
- Social & Dating

Role: deal with complex tasks

Virtual Agents & Customer Assistants
- Mobile Apps
- Customer Service Virtual Assistant

Role: Care and CCTR

Employee Assistants
- Time Assistant (calendar, tasks & habits)
- Sales Assistant
- Expert Location & On-Demand Services

Role: employee

Now Add ID&V

- Recognize each customer
- Know preferences
- Protect personal info
- Let them use their own words
- Save me time & effort

Source: Opus Research (2016)
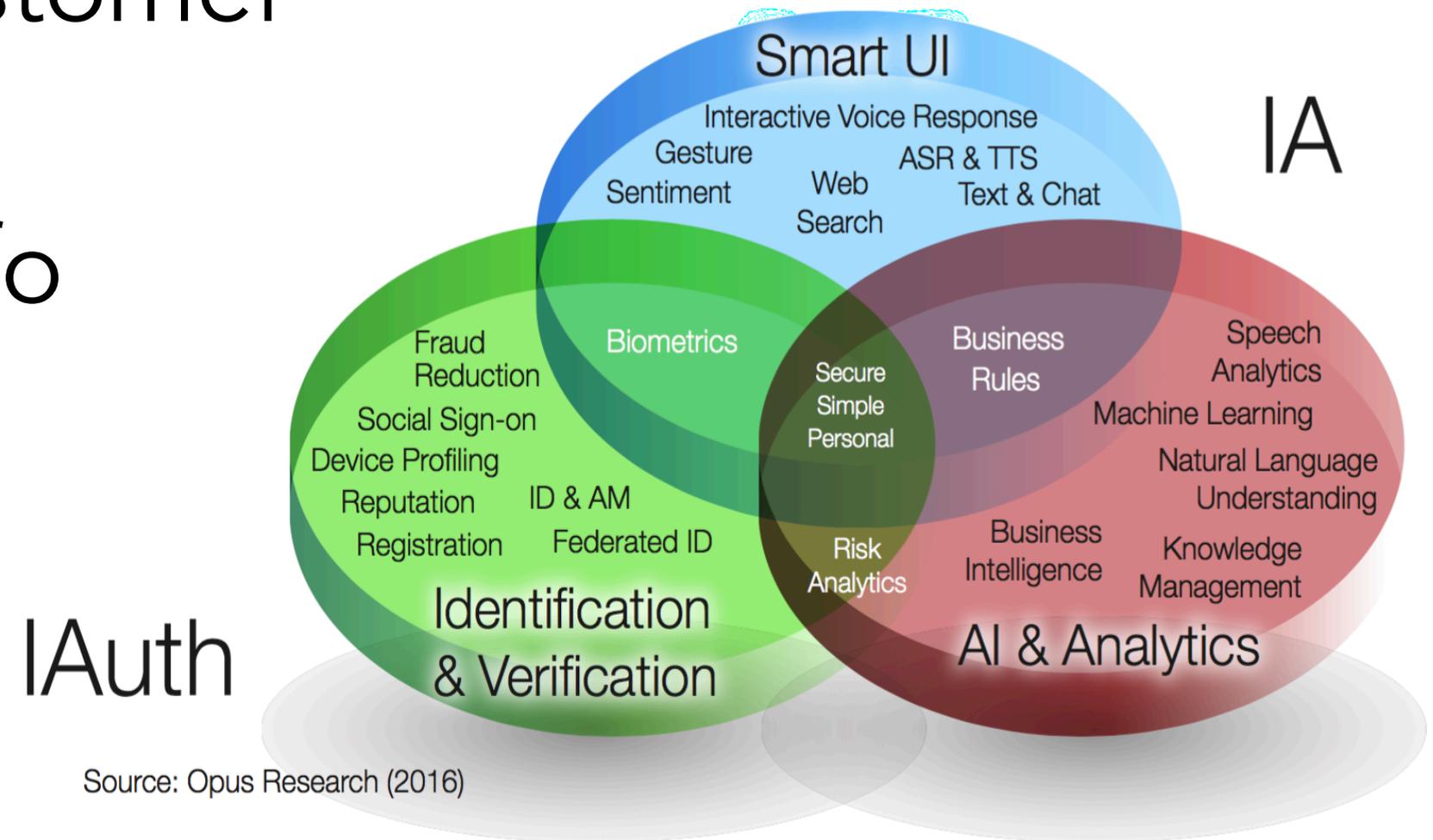
The Result: "The Happy Path"

- Continuous authentication
  - Risk aware
  - Conscious of identity
- Carefree Agility
  - Support multi-channel/omnichannel
  - Work online and offline (IoT)
  - Leverage knowledge of history and intent

What to listen for

- Real-world implementations & use cases
  - "Passive" biometric authentication
  - Layered, adaptive, risk-aware approaches
- Integration opportunities
  - Security, contact center, mobile apps
  - Solution provider offerings
  - Integrator initiatives
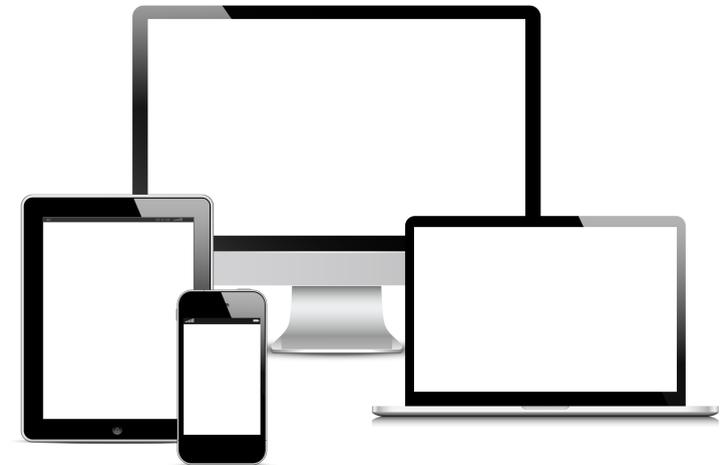
And your own business objectives

- Define what's measurable & relevant metrics
  - Task completion
  - Customer effort
  - Extended life-time value
- Put focus on customer experience
  - Replace Username/PWD
  - Make e-commerce effortless
  - Understand and recognize intent

intelligent authentication conference

iA Intelligent Assistants Conference