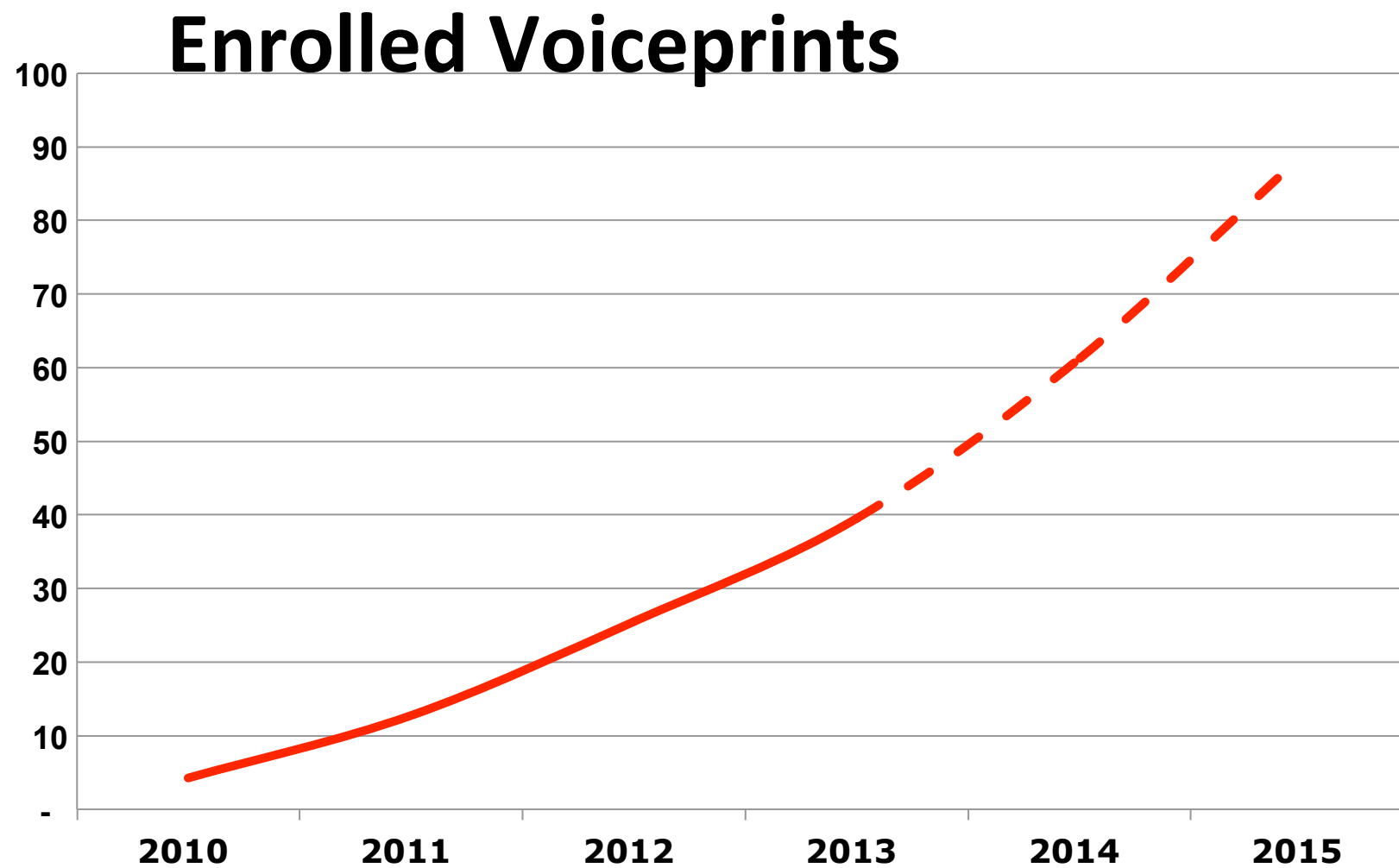


Quick Background

- Founded 1985
 - Expertise: Conversational Commerce & Voice Biometrics
 - Defining “Intelligent Assistance”
- Recent Reports
 - Voice Biometrics Census and Forecast
 - Best Practices for Voice Biometrics in the Enterprise
 - CSO’s Playbook for Testing Voice Biometrics

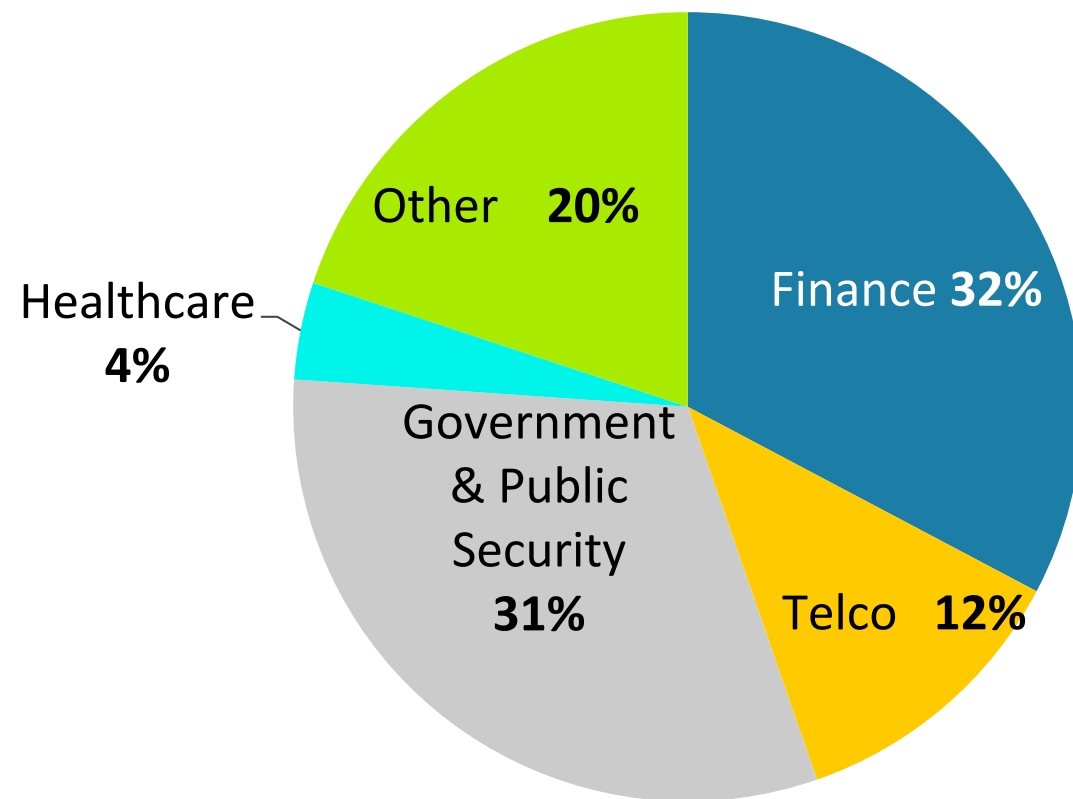
The future is now!



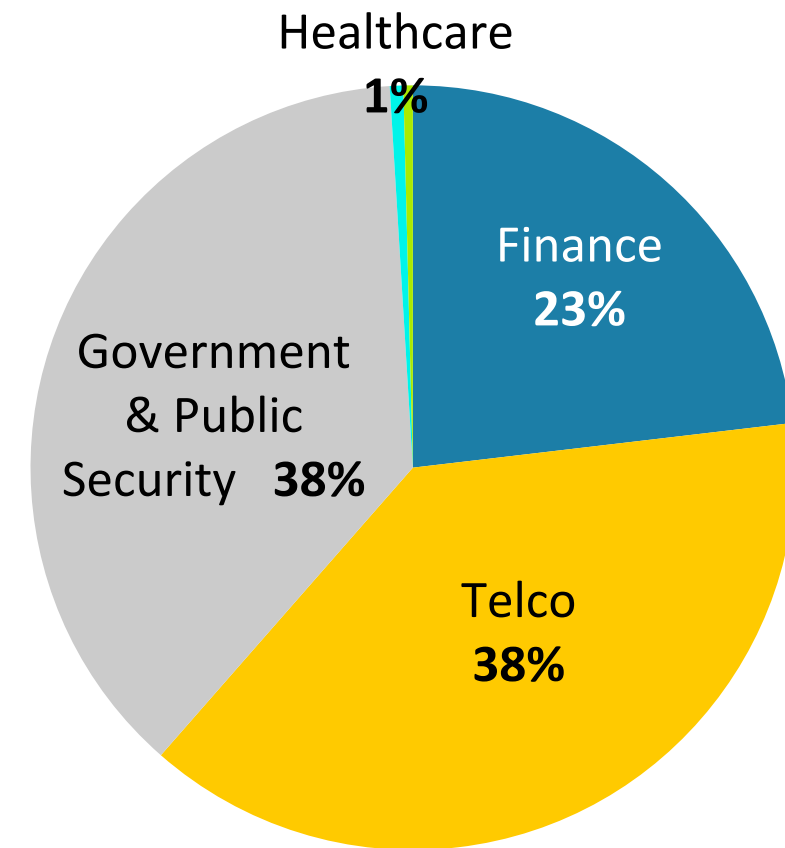
- Exponential growth
 - More verticals
 - Broader reach
 - More point solutions
- Anticipate more mobile and ephemeral instances

Census Detail: by Industry

Number of deployments



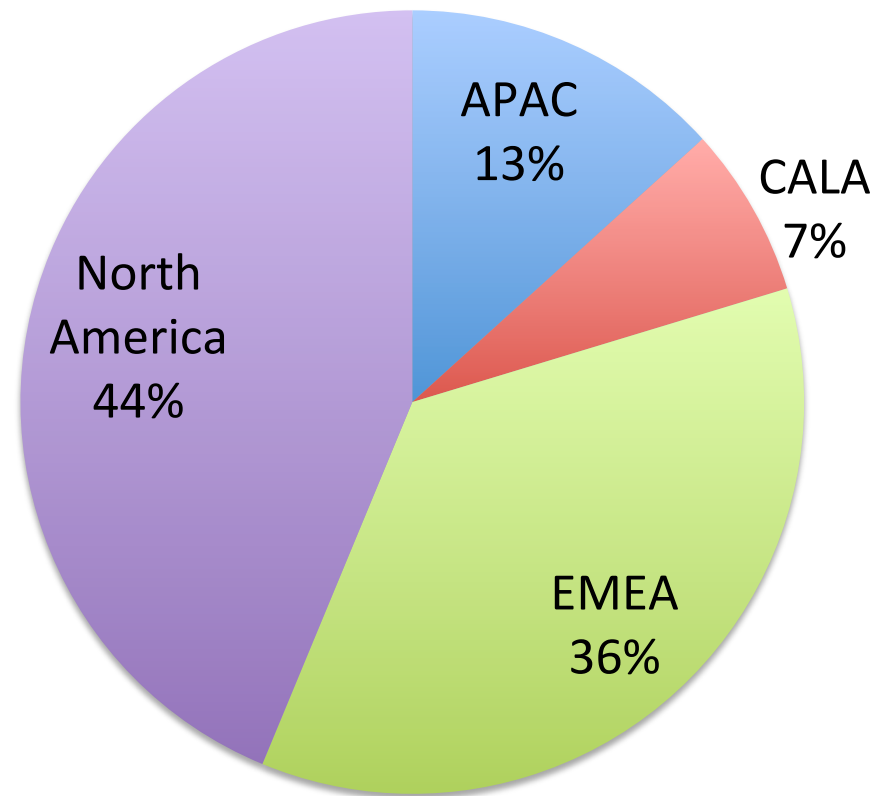
Number of voiceprints



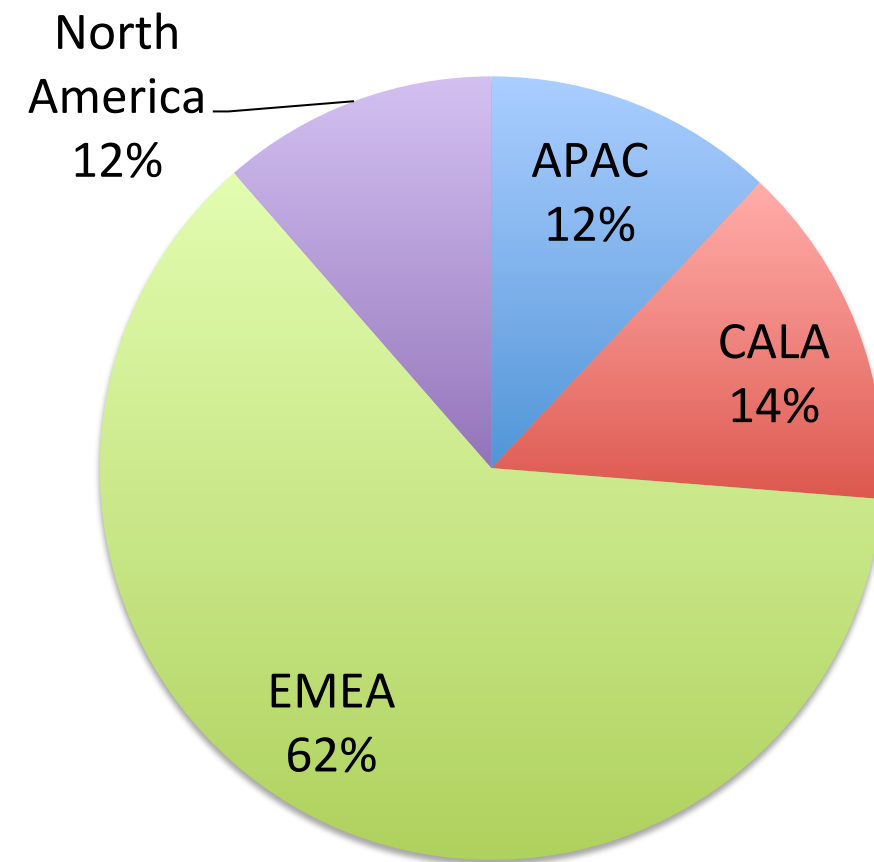
Source: Opus Research Voice Biometrics Census (2014)

Census Detail: by Region

Number of deployments

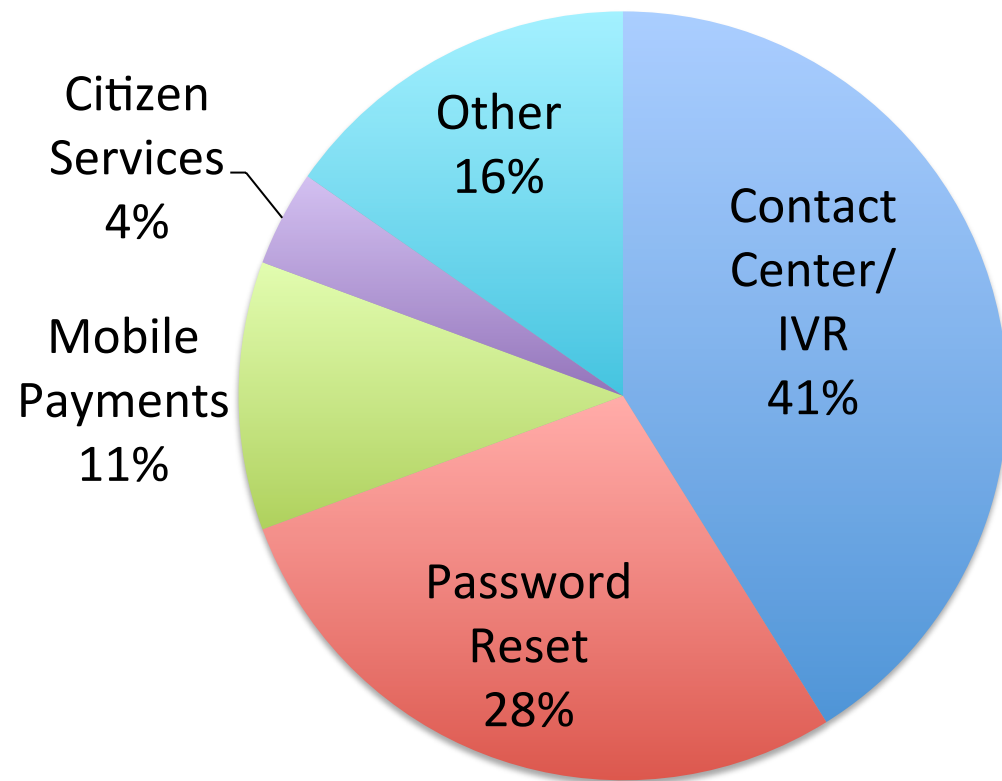


Number of voiceprints

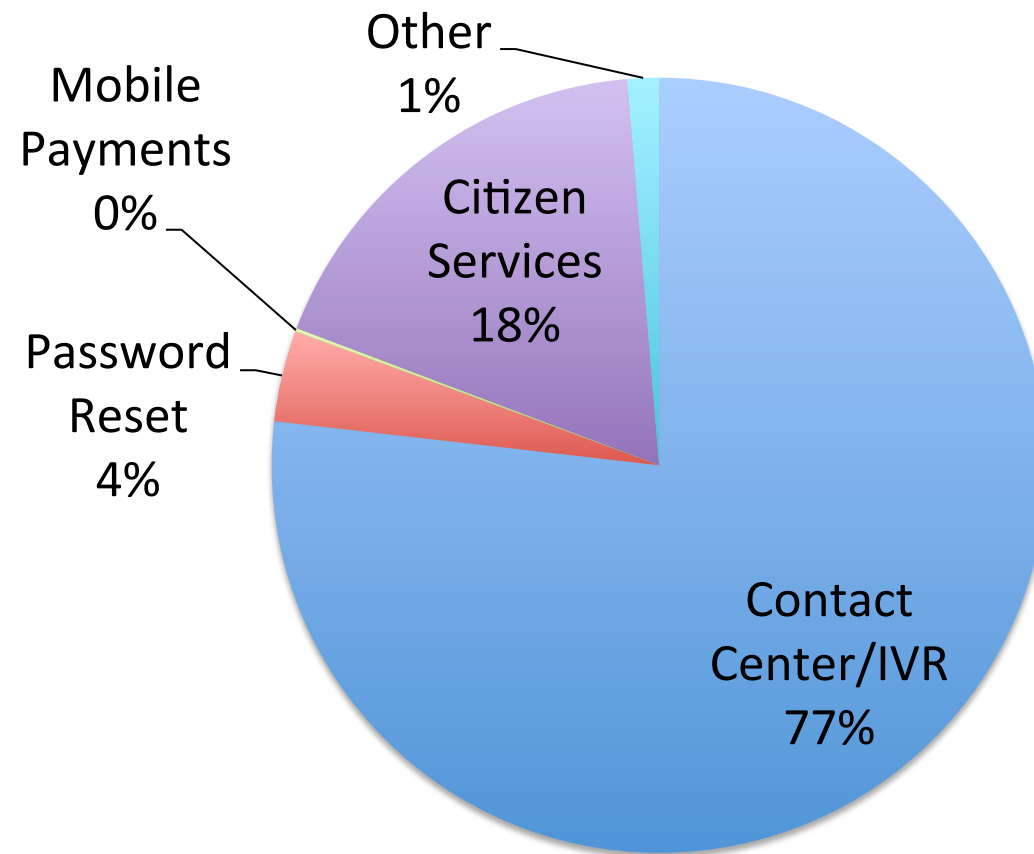


Census Detail: by Application

Number of deployments



Number of voiceprints



Simplicity & Security

- To combat fraud
 - In face of high profile breaches
 - Career-limiting events for CEO, CIO, CFO
- To promote personalization
 - From Something You Are to Who You Are
 - Voice leverages smartphone capabilities
 - E.g. NFC, Bluetooth, App environments

That was then

- Age of Active Authentication
 - Contact Center/IVR
 - Emphasis on passphrases and branding
 - Attention to Contact Center workflows
 - Long sales cycles
 - Voice in a silo

This is Now

- Age of Secure Intelligent Assistance
 - Low effort/friction free
 - Mobile first/multiple channels
 - Highly personalized/self-service
 - Channel of choice/device or choice
 - Multiple factors that include voice
 - Risk-aware continuous access management

By popular demand from

- PIN- and password-weary people
- The mobile mob
 - Over a billion smartphones globally
 - Digital commerce across phones, tablets, wearables
- Customer Experience (CX) specialists
 - Friction-free, effortless digital commerce
 - Secure, highly-personalized conversations
 - Highly positive results

What to listen for at #VBCNYC15

- The voices of experience
 - Real world case studies
 - Products and services from leading-edge vendors
- Open Issues and challenges
 - Emerging standards and best practices
 - Regulatory, usability and security concerns
 - Embedded, premises-based or cloud architectures

Join “The Sharing Economy”

- Be sure to ask questions (and get answers)
 - Sessions are both interactive and informative
 - Exhibit hall features sponsors and spokespeople
 - Engage in conversations with other attendees
- Let us know your interests
 - State of the market
 - State of the technology
 - Available solutions