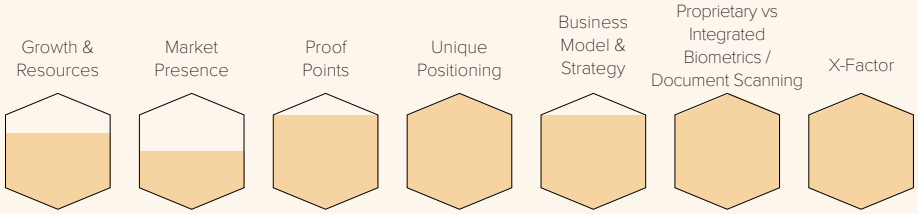
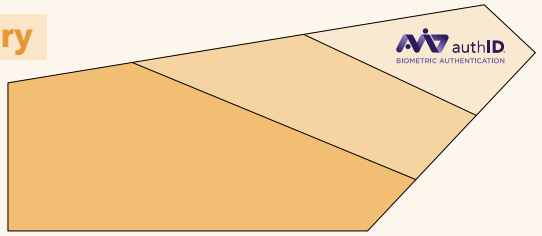
authID

authid.ai

BEAM: **Identity Proofing & Verification** / CLASSIFICATION: **Luminary**





With high-performance biometrics, a proven track record, and a clear mission to "eliminate fraud and deliver 100% zero trust identity protection," 2024 Prism Luminary authID is safeguarding the era of digitization. Anchoring user identity with liveness-supported face biometrics during the onboarding process, authID puts integrity at the foundation of every transaction between its customers and their end users. Guided by a leadership team of identity experts informed by intelligent customer feedback, few IDV players can compare to authID in terms of its consistent adaptation in the face of a rapidly evolving industry. Thanks to its unique positioning, multi-layered deepfake detection, and laser focus on user experience, authID has quickly become a guiding star in the Identity Proofing and Verification Prism Beam.

Organic Compliance for Today's Strict Regulations

Compliance is one of the major challenges facing industries in the current era of digitization. As new regulations emerge, and rules shift regarding the collection, storage, and transit of biometric data, identity verification becomes a high-risk proposition that can cost millions in fines and lawsuits if done improperly. This presents relying parties with a conundrum: store biometrics and take on compliance risk or delete biometrics after enrollment and face the threat of account takeover fraud. authID eliminates this trade-off. Using an innovative public key generation solution, the company keeps biometrics at the core of transactions without having to store the data, protecting privacy, enabling compliance, and keeping fraud at bay. From a customer perspective, they don't have to lift a finger—compliance is just a natural part of using authID's cutting edge face biometrics technology.

Fast, Frictionless, Friendly

In addition to its innovative approach to compliance, authID's biometric IDV is fine-tuned for performance and customer experience. With an intuitive, self-guided interface for image capture and a one-in-a-billion false match rate, the company's solution is accurate, reliable, and user friendly. And it's fast—able to process images and render onboarding decisions at breakneck speeds of 700 milliseconds. From a user perspective, it's fast, easy, and reliable, allowing for frictionless transactions and peace of mind. Operationally, authID's technology is easy to implement, too. Available in no code and low code configurations, and supported with accessible developer resources, authID's Luminary-level biometric products are ready to improve security, convenience, and built-in compliance in any market where identity is in play.

Verifying Professionals and Ditching Passwords

While the fine details of every industry make digital transformation a unique challenge, the core principles of identity remain the same across the board. authID exemplifies this paradigm through a wide breadth of application areas, where it's seen impressive success. When the American Board of Radiologists launched an online exam platform, it turned to authID to verify its members' identities through remote channels. When ABM, a Fortune 500 company specializing in facility solutions, needed to nix usernames and passwords for the more than 100,000 frontline workers it manages, it turned to authID to successfully deploy intuitive biometric authentication across shared devices. And when Beem, a financial services company focused on inclusion for the underbanked, required a solution to defend against fraud without interfering with its millions of monthly transactions, it found success with authID. When digitization gets complicated, authID proves that truly secure identity can feel simple.

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