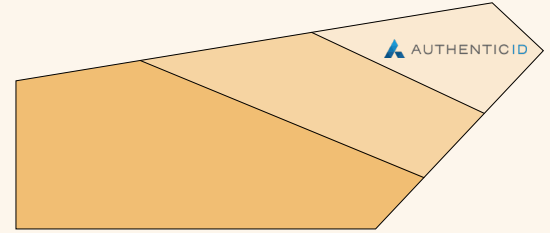
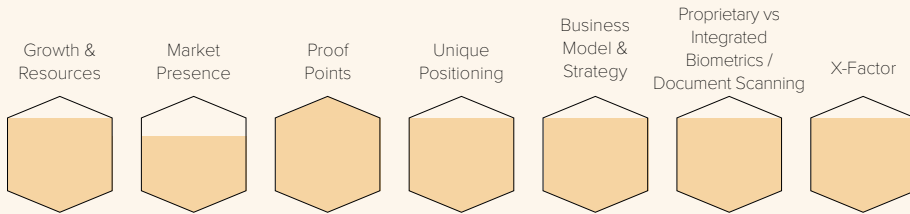


AuthenticID

authenticid.com



BEAM: IDV / CLASSIFICATION: Luminary



Founded in 2001, AuthenticID has built a portfolio of thousands of proprietary computer vision and machine learning algorithms that power its identity proofing and fraud detection technologies. The company’s enterprise scale platform boasts an accuracy rate greater than 99 percent in detecting fraudulent documents, and its liveness detection solution is designed to analyze hundreds of data points, including trace evidence that would normally escape human detection.

Verification in the Age of AI-Enhanced Identity Fraud

In the identity industry we all know that fraud is an arms race, and recent innovations in artificial intelligence demand a proactive approach to IDV. AuthenticID has integrated machine learning into its ID document verification and biometric platform to ensure it meets the challenge of today’s strongest identity threats. This is backed up by its signature watch-list solution, Fraud Shield, which utilizes biometric databases to blacklist prolific identity criminals. AI also enhances the user experience of the biometric enrollment process, with computer vision allowing for accurate document capture in poor conditions, meaning AuthenticID’s high levels of accuracy only enhance its usability.

Accurate and Fair Identity Across Devices

AuthenticID is device agnostic, so users can verify and authenticate their identity on mobile, web, or desktop. Its AI tools ensure the biometric scanning and matching process limit bias, while also working to provide a seamless user experience. But the user experience focus doesn’t stop there—the company’s computer vision can collect users’ biographical data and use it to auto-fill forms, paying its trusted identity forward while minimizing friction. And all of this is done with active user consent, ensuring compliance with increasingly stringent regulations, and putting a user’s privacy and autonomy first. IDV Luminaries like AuthenticID demonstrate that biometric digital identity can only empower users if they are in control of their data from the first transaction.

Always Auditing to Stay Ahead of Bad Actors

Assurance testing is integral to biometric digital identity, and AuthenticID makes regular security audits a pillar of its mission to deter fraud and enhance the business operations of its customers. While the company serves a wide range of industries including gaming, telecommunications, and healthcare, it prides itself on providing those customers with government- and financial-service-grade identity solutions, backed by up-to-date certifications. This proactive attitude toward testing echoes AuthenticID’s use of AI technologies to keep up with our changing industry, and demonstrates its commitment to ethics and transparency. Given its long-term mission to “empower all mobile subscribers with the ability to confidently know that the people and organizations they interact with are legitimately who they claim to be,” that strong foundation of compliance balanced with innovation makes all the difference.

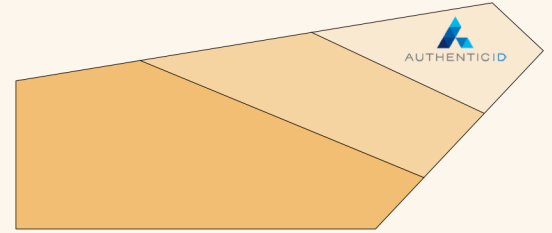
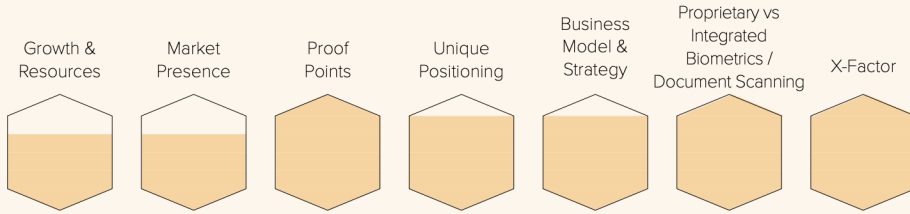


AuthenticID

authenticid.com



BEAM: Identity Verification / CLASSIFICATION: Luminary



With post-pandemic digital transformation in full swing, unleashing a wave of AI-powered cyberthreats like deepfakes, cheapfakes, synthetic identity fraud, and account takeover attacks—AuthenticID is dedicated to combatting fraud and empowering users to confidently assert their identities on their terms, wherever and whenever they transact. The company’s fully customizable solution is protecting financial services providers at the front door. Its powerful ID verification technology, supported by facial biometrics, liveness detection, and government ID matching makes the onboarding process simple for end users while protecting against spoofs, injection attacks, and non-fraud challenges like demographic bias.

IDV With Extra Armor

AuthenticID stands out thanks to the added protection offered by its proprietary FraudShield service, which maintains a bad actor watchlist. Updated in real time, it prevents successive fraud attempts by the same bad actor no matter how fast they act, making it particularly useful in our current era of live cyberattacks. The gains are easily quantifiable—when deployed by a leading wireless provider, it was able to detect 46,291 fraudsters and add them to its list. Accounting for the 420,000 fraudulent transactions halted by AuthenticID’s IDV, the wireless provider saved an estimated \$504 million in fraud losses. And this success can be seen in financial services too.

The Big Bank’s Big Problem

When one of the 10 largest banks and credit card issuers in North America was experiencing a high rate of app-based fraud and account takeover losses, it turned to AuthenticID. The bank already had identity solutions in place, but they were particularly vulnerable to a flavor of stolen identity fraud in which bad actors submitted legitimate stolen IDs altered to have their own photo displayed. This allowed them to score positive biometric matches on fake IDs. The situation had a cascading effect on the bank—customer experience tanked as good customers were being rejected during onboarding. The bank’s first-time pass rate for verifications was a dismal 61%.

Zeroing-in on a Perfect Score

Implementing AuthenticID’s biometric authentication and liveness detection allowed the bank to achieve an incredible reduction in fraud. It has recorded zero successful fraud attempts since June 2023. And as amazing as that stat is, it’s just the start; the first-time pass rate has skyrocketed to 98%. This success in fraud reduction and improved customer experience was so strong that the bank is expanding AuthenticID’s technology across all channels and use cases—an endeavor made easy given that implementation requires no system downtime. This massive success on such a large scale with a household name in financial services is an example of how a focused approach to specific identity pain points can have a dramatic impact on customer experience and the bottom line.

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