

5 ways to spot a leading behavioral biometrics SOLUTION



1 Accurately Recognize Genuine Customers

Sophisticated solutions will help you recognize returning customers and improve trust across devices.

Mainstream behavioral biometrics solutions will help you detect anomalous behavior, such as bot activity vs human activity. However, most technologies cannot verify individual users. A sophisticated tool will not only help you answer the question “**is this a human?**” but also “**is this a genuine user?**” or even better: “**is this the person who they say they are?**”

2 Enable Unique and Superior Behavioral Intelligence

Behavioral biometrics is a powerful solution which adds an additional layer of defense to your businesses’ existing security measures.

Combined with digital identity intelligence, it can dramatically improve the ability to verify trusted events across the journey without causing unnecessary friction.

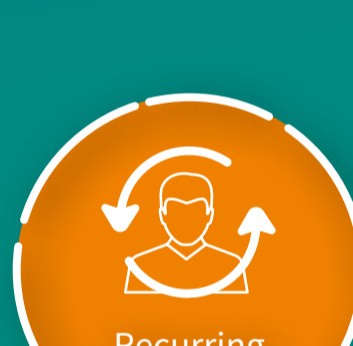
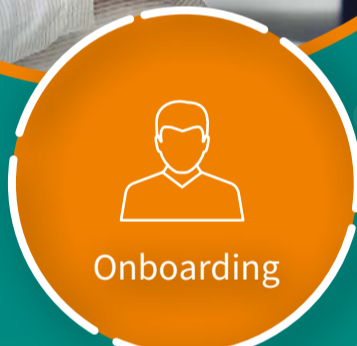
The clear-box approach allows customers to take action on attributes and scoring.



3 Access Insights from Day One

Advanced behavioral biometrics can help differentiate between normal or suspicious behavior as early as the first user interaction.

Combining behavioral biometrics with leading digital identity intelligence also enables insights from historic digital identity footprint, usual usage of devices, location, other data points and advanced machine learning.

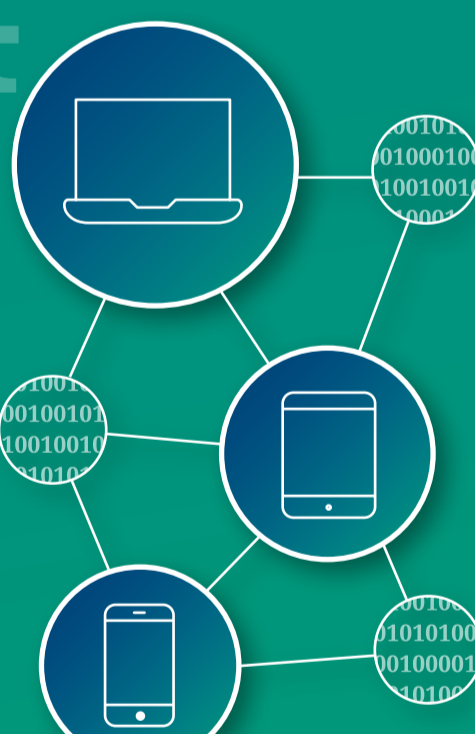


Working passively behind digital interactions across the entire journey, behavioral biometrics can help ensure that your genuine users are able to interact without friction and enjoy powerful online experiences, while simultaneously placing you in a strong position to respond as needed to real risks and user anomalies.

4 Analyze Data Seamlessly Across Web and Mobile Devices

Consolidate identity and behavioral insights across all customer touchpoints with no additional interference in their experience in both web and mobile channels.

Having behavioral biometrics and digital identity intelligence combined in a single platform allows businesses to unleash information and insights across channels like never seen before.



5 Enable Unique Intelligence from a Global Crowdsourced Network

Behavioral biometrics and digital identity intelligence work passively behind the scenes, enabling world-class fraud protection while allowing customers to freely navigate through their digital journeys.

By joining a global contributory network, businesses can access identity intelligence behind billions of transactions, allowing them to make even more confident risk decisions.



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