

Customer engagement, Authentication & fraud prevention

# Why Nuance introduced a cloud-native biometrics platform

[Brett Beranek](#) | Vice President & General Manager, Security & Biometrics

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While fraud is a \$4 trillion global problem, there is a path to solving this seemingly unrelenting plague. Nuance Gatekeeper, through its cloud-native architecture, provides a path for organizations of all sizes and in all sectors of the economy to secure their customers and their assets. With the objective of democratizing biometric-based authentication and fraud prevention, Nuance Gatekeeper enables organizations to transition away from weak security measures such as passwords and security questions to using biometrics across every interaction, including the web, mobile apps, contact center, and brick and mortar locations. Let's work together to put fraudsters out of business!

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Fraud is unrelenting. According to the [ACFE's 2018 Report to the Nations](#), it's now a \$4 trillion global problem.

With data breaches on the rise, and usernames and passwords compromised, it is simple for fraudsters to get access to most any individual's personal information, rendering traditional knowledge-based security methods obsolete. A [recent Nuance survey](#) found 1 in 4 people have fallen victim to fraud in the last twelve months, each person losing an average of \$2,000 due to inefficient passwords.

Some of the world's largest organizations have effectively used biometrics to significantly reduce the

incidence of fraud for their customers. Consider HSBC's experience. In 2016, the bank launched VoiceID in the UK, allowing customers to access their bank accounts using their voice as password. HSBC reported over £330 million in prevented fraud directly attributed to this switch to biometrics. Large financial institutions, telecom operators and government agencies around the world have reported similar dramatic reductions in fraud.

However, annual fraud losses keep increasing, indicating that fraud is primarily being displaced to other organizations that are still using legacy methods for authentication and fraud prevention. Enter Nuance Gatekeeper. Our objective was to democratize enterprise grade biometrics, so that organizations of all sizes and in all industries can easily and quickly take advantage of the same biometric technologies as the world's largest corporations and government agencies.

Industry experts point to the technology as an important piece of solving the fraud problem. "Biometrics provide the power to secure individuals based on who they are rather than what they know. If hacked, data in the form of biometric templates is far less valuable than stored passwords because they are almost impossible to replicate," said Dan Miller, Lead Analyst, Opus Research. "Organizations of all sizes are fighting to stay ahead of fraudsters and the increasing threat posed by synthetic impersonation. Companies find cloud-native security models to be more attractive because they are accessible, scalable and offer access to real-time updates to the newest fraud-fighting algorithms."

Nuance, named "[undisputed market leader](#)" by [Opus Research](#) for its industry-leading biometrics technology, is bringing the power of biometrics to organizations around the globe to improve their security posture while validating their customers' identities in a secure and frictionless way, across any channel they engage. Nuance Gatekeeper employs a modern cloud native architecture that allows it to be more secure and reliable, offering enterprises a dynamically scalable and continuously improving solution. This means you only pay for what you use, IT overhead costs will be dramatically reduced compared to an on-premises model, and you will always be up to date with the latest AI-powered technologies we produce.

Once the domain of large banks, telcos and government, the power of biometrics is made available to organizations of all sizes through Nuance Gatekeeper. Together, we can put fraudsters out of business!

**Tags:** [Voice biometrics](#), [Customer satisfaction](#), [Omnichannel customer service](#), [Customer experience](#), [Customer engagement solutions](#), [Financial services](#)

## More Information

### Learn more!

Check out the latest innovations in fraud prevention with Nuance Gatekeeper!

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### About Brett Beranek

Brett Beranek is responsible for overseeing the security and biometric line of business at Nuance, a Microsoft company. In this role for the past 12 years, Beranek has brought Nuance to a leadership position in the biometric authentication and biometric fraud prevention space. A thought leader in the field of biometrics, Beranek is a frequent contributor in industry events and the media on the topic of AI technology and its use by the fraud community, and how society can mitigate against these evolving threats. Prior to Nuance, he held various leadership positions in the biometrics and security industry. He has earned a Bachelor of Commerce, Information Systems Major, from McGill University as well as an Executive Marketing certificate from Massachusetts Institute of Technology's Sloan School of Management. Beranek is also a certified Master Fraud Prevention Black Belt professional.



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