

Authentication & fraud prevention, Customer engagement

Nuance Named Leader: Delivering on a vision of biometrics for both convenience and security

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I could not have been prouder of our team when I got the news that Nuance was named the industry leader in Opus Research's latest Intelliview Report. Of course, it's exciting whenever we get third party validation of our technology and outpace competitors, but this report was different. It was powerful because of what exactly we were being ranked for.

According to the report, biometrics offerings and solutions have evolved since the emergence of voice-based authentication – this means what companies look for in a biometrics vendor has evolved, too. Not only should the technology be sophisticated, powerful, and innovative from business perspective, it must also enable a frictionless, intuitive experience for users that reflects the expectations of today's consumers. Opus Research ranked vendors on solutions that address emerging security threats and customer experience challenges and Nuance came out on top.

So why is this so powerful?

Our team has been driving forward the vision of combining innovations in security and seamless customer experience for a decade – back when it was not something that other organizations were considering. Going after this goal meant big investments and some risk. But with risk and vision comes reward and satisfaction. Today, our AI-driven, cloud-based biometric security solutions – spanning both digital and voice channels – are driving better business and customer service outcomes for some of the world's largest financial institutions and telecommunications companies. In fact, over 600 million consumers make more than 8 billion successful authentications yearly using our biometrics. And, in the last twelve months alone, Nuance has prevented over \$2 billion worth of customers' money from getting into the wrong hands.

It is at this intersection of security and customer experience where Nuance shines.

Fraudsters, hackers, breaches – threats to our data security seem to be near constant. Companies look to biometric solutions providers to eliminate such threats and assuage customers’ fears that their data or money is at risk of being stolen. Organizations looking to implement biometric security technology have more options than was available during the emergence of voice-based authentication – now there are additional factors to consider like facial, fingerprint and behavioral biometrics, fraud detection, digital orchestration, and continuous authentication.

We understand these needs in the market and it’s exactly why we committed our focus to investing in innovation. For as long as Nuance has been recognized as a pioneer, we have been a powerhouse, delivering powerful solutions to our customers to meet their security demands both in IVR **and** digital channels. For instance, our cloud-based, award-winning Gatekeeper solution features our Lightning Engine, the fastest and most accurate voice biometrics engine in the world, validating a person’s identity faster than the human ear. Or, take ConversationPrint for example – a true industry first that can identify fraudulent activity in real time based on a person’s speech or text behaviors. Most recently, Telefónica deployed our age detection technology to help the telco determine if a caller was over 65 years old and prioritize their call, as this group has been disproportionately affected by fraud during COVID-19.

These first-of-their-kind solutions are just a part of why Nuance is a known leader in the world of authentication and fraud prevention, and why we were recognized by Opus as such. Our approach to security is baked into several key differentiators:

- **Commitment to customers:** We are endlessly motivated, above all else, to help our customers best serve their customers. Exceptional client care and customer ROI is nonnegotiable.
- **Investment in core technology:** Our security and biometrics solutions push the boundaries of fraud prevention by applying natural language processing, machine learning, AI and analytics, deep neural networks (DNN) and advanced algorithms to detect and prevent fraud.
- **Multi-modal capabilities:** Spanning voice, behavioral and emerging modalities, we provide clients and their customers with a combination of authentication choices to tailor their security requirements to fit their business needs.

We are so proud of this industry recognition – and you can bet we are already working on the next innovation.

Tags: [Fraud prevention](#), [Customer experience](#), [Fraud prevention](#), [Opus research](#), [Nuance Gatekeeper](#)



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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