

What's next



Enterprise

World password day

Brenda Hodge

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When you were a kid, did you ever build a tent fort over the dining table? Or were you lucky enough to have a treehouse? Or a clubhouse? Did you have a secret password? Were you like me and thought that the secret password would keep everyone out of your cloth fort? As hard as I tried, my secret password certainly did not stop my sisters.

The concept of passwords has been used for centuries, regardless of the varying degrees of effectiveness.

I remember when my daughter was eight years old, I got a rental car while my vehicle was in the shop. She asked me from the backseat, "Mommy, what is this thing on the door?" I had no idea what she was talking about at first but then realized my child had never seen a window crank. She had only seen electric windows. Electric windows were undoubtedly an evolution of security, safety, and convenience over the window crank.

World Password Day was designed to remind us all to upgrade our security. As fraud rates

continue to double and triple, we must evolve our security from passwords to new technology. Much like the electric windows, we need to upgrade to technology that is secure, safe, and convenient.

Biometrics provides fast authentication via voice or typing patterns without taking additional time from the consumer. It is highly reliable and highly secure in comparison to passwords. If you are using your voice as your password with your bank or elsewhere, you know how easy it is. Soon, much like the car window crank, we will all wonder why we did anything else.

Tags: [biometrics](#), [voice biometrics](#), [World Password Day](#)



About Brenda Hodge

Brenda leads all aspects of Nuance's marketing function working to develop the go-to-market approach, building the Nuance brand to drive growth, and expanding client relationships to increase loyalty. She joined Nuance from Optum where she most recently served as Chief Marketing Officer for the Provider Market segment. Brenda's career spans multinational sales and marketing leadership roles at companies such as GloStream, Allscripts/Misys Healthcare Systems, and SAS Institute.

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