

## Digital Discussion:

# The Evolution of Consumer Authentication

June 7, 2016

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 @SocureMe

## Ken Allen

SVP, Operations – Socure, 15+ year banking industry fraud expert



### Fin. Inst. / Issuer

Fraud, Debit  
Transactions,  
Investigations and  
Recoveries

Apple Pay, EMV  
Cards, Android Pay



### MSB / Merchant

Fraud, Payments,  
Investigations,  
Operations, Cust.  
Service

Global acceptance,  
experience and fraud



### Vendor

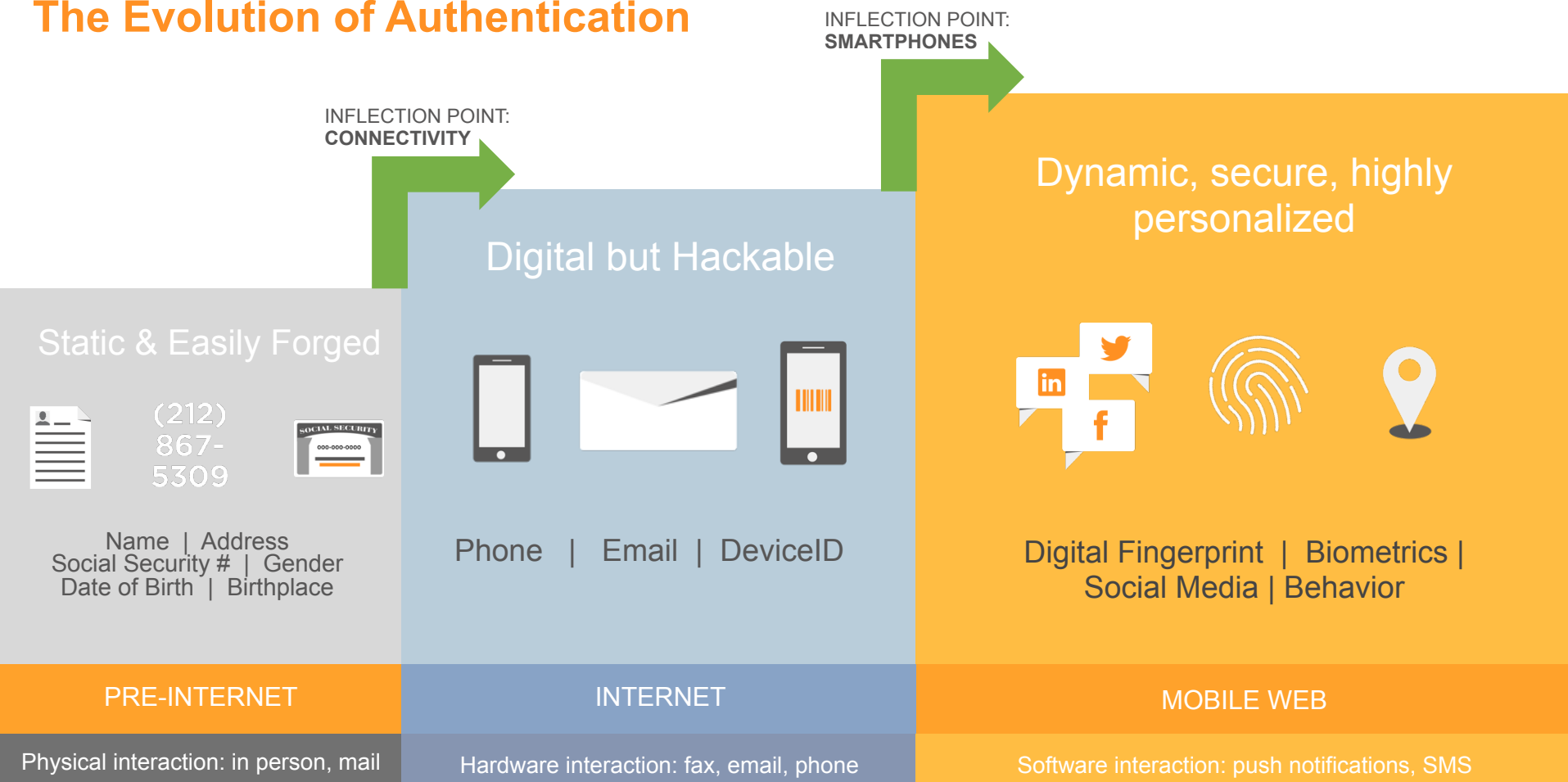
Operations, Vendor  
Aggregation, Sales,  
Marketing, Finance

Product improvement,  
controls, client  
success

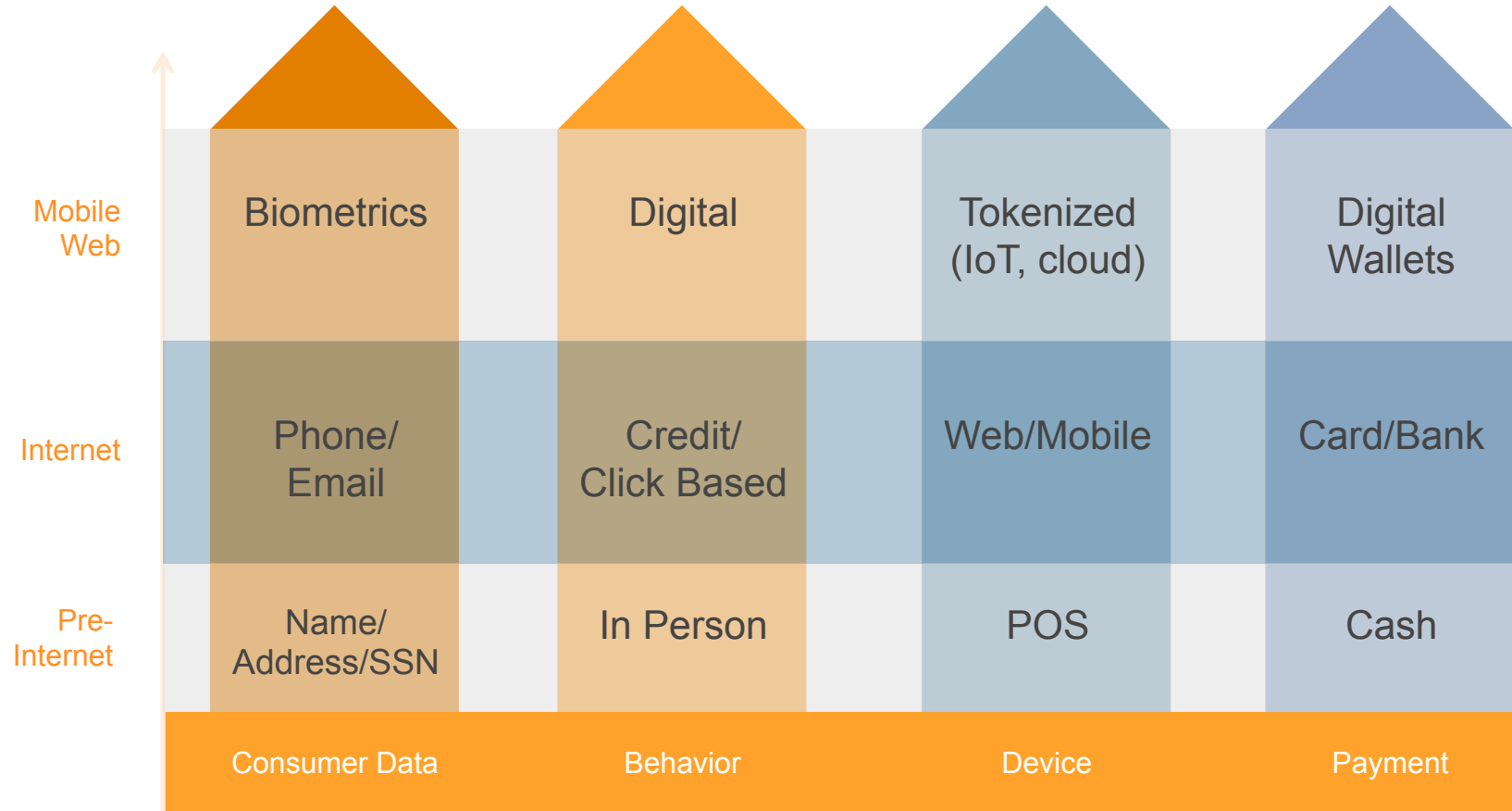
# Digital Identity: What defines us as individuals?



# The Evolution of Authentication



# For Consumer Decisioning, linear/simple doesn't cut it anymore





## Identity verification is a global challenge

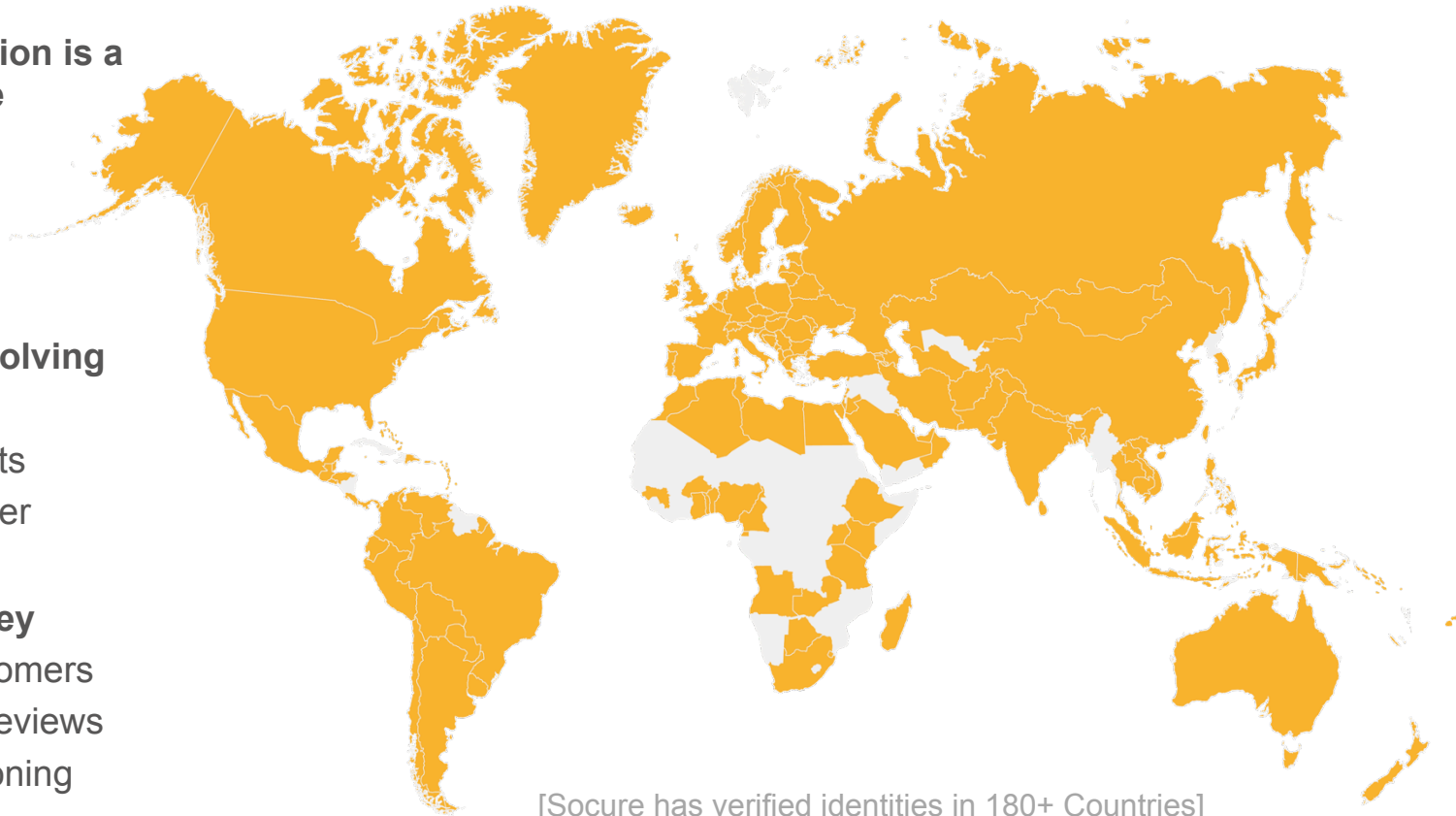
- Millenials
- Un-banked
- Under-banked

## Fraud is ever-evolving

- Identity Theft
- KYC & Watchlists
- Account Takeover

## Acceptance is key

- More good customers
- Lower manual reviews
- Effective decisioning



[Socure has verified identities in 180+ Countries]

# Alternative Data powers an innovative approach



## Socure

Social Biometrics™

Digital identity is a stronger predictor to verify your customers and vet fraud versus traditional PII data verification alone.

# DIGITAL IDENTITY TRACKER

May 2016 Edition

The PYMNTS.com Digital Identity Tracker™ is a forum for framing and addressing key issues and trends facing the entities charged with efficiently and securely identifying and granting permission to individuals to access, purchase, transact, or otherwise confirm their identity.

[www.pymnts.com/socure](http://www.pymnts.com/socure)







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