



SECURE RETAIL SYSTEMS & PERSONAL DATA WITH BIOMETRIC AUTHENTICATION

# The Future of User Identity Management

## The Need for Biometric Authentication in the Retail Industry

A survey by the National Retail Federation finds that retail return fraud will cost companies as much as \$15 billion this year.<sup>1</sup> As many as 15.4 million consumers were victims of identity theft or fraud in 2016.<sup>2</sup>

**Card-not-present fraud** — transactions made online or via phone where the cardholder does not need to present the physical card to complete the purchase — jumped the most, increasing 40 percent compared to 2015.<sup>2</sup>

**Account takeover fraud** — where thieves used stolen login information to access a consumer's accounts — rose 31 percent, and instances where fraudsters opened new accounts in a consumer's name increased 20 percent in 2016.<sup>2</sup>

The average cost of a data breach in the US is over \$7M<sup>3</sup>, and Data Breaches cause organizations:

**29% in lost revenue • 22% in lost customers • 23% in lost new business<sup>3</sup>  
81% of data breaches are caused by weak, default, or stolen passwords.<sup>4</sup>**

**"It takes 20 years to build a reputation and five minutes to ruin it." —Warren Buffet**

The solution is multi-modal, multi-factor biometric user authentication. Biometrics are the one true universal identifier and the only way to authenticate the real identity of a person.

<sup>1</sup> Retail fraud is on the rise as companies grapple for solutions — <http://cnb.cx/2BfWM68>

<sup>2</sup> Identity theft, fraud cost consumers more than \$16 billion— <http://cnb.cx/2xZmeKO>

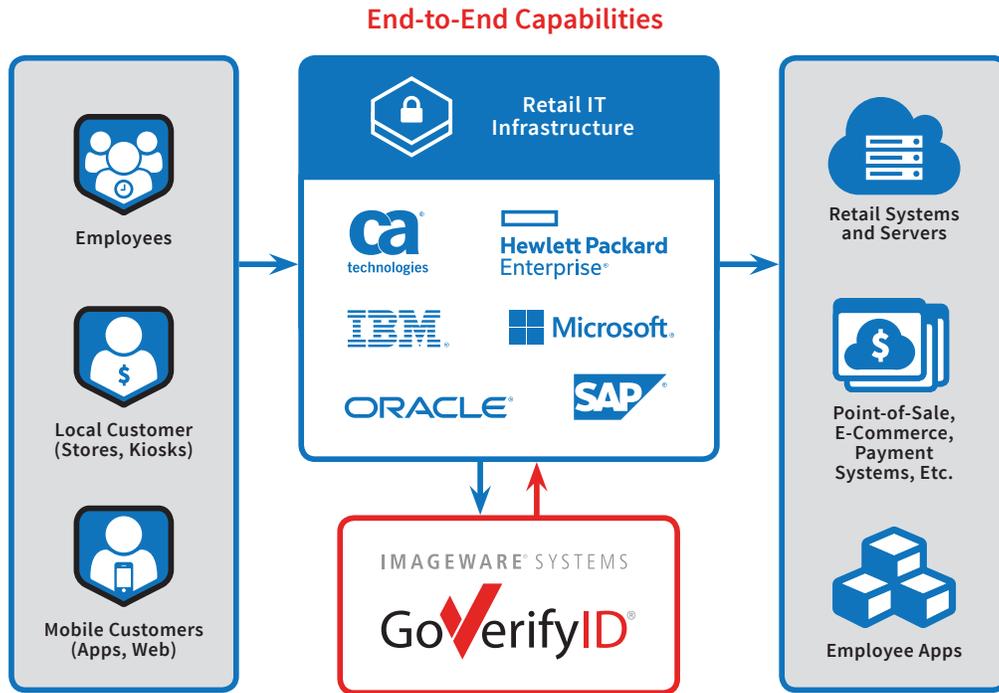
<sup>3</sup> 2016 Ponemon Cost of Data Breach Study — <http://ibm.co/2pyTlve>

<sup>4</sup> 2017 Data Breach Industry Forecast — <http://bit.ly/2gJqu76>



# GoVerifyID Turnkey Solutions for the Retail Industry

ImageWare GoVerifyID provides an intuitive user experience for biometric user authentication across all platforms, including Apple iOS, Android, PCs, and other systems. Organizations and users can select the biometrics of their choice, such as face, voice, fingerprint, iris, and palm. Biometric matching can be performed on-device, in the cloud, or on your own servers. GoVerifyID Enterprise Suite provides seamless integration with the security infrastructure that is commonly used in the retail industry. This includes certified integrations with products from Microsoft, CA, IBM, Oracle, SAP, and HPE.



## Workforce Use Cases

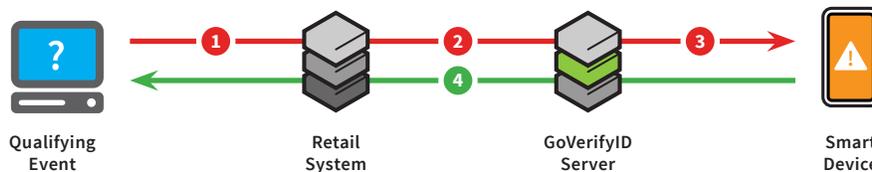
- Computer Access
- Application Access
- Network Access
- Public Cloud Access
- Token Replacement
- Password Reset

## Retail Customer Use Cases

- Identity Proofing
- Online Retail
- Mobile Retail
- Loyalty Program Apps
- Transaction Confirmation
- Unusual Purchase Verification(Fraud)

## Mobile Biometric User Authentication: How it Works

- 1 An employee or customer login or transaction request starts the process.
- 2 The retail system pings the GoVerifyID server with an authentication request.
- 3 The user is asked to submit their biometrics on their PC or mobile device for authentication.
- 4 Depending on the results of the biometric comparison, the user access is granted or denied.



For more information, contact us at (858) 673-8600 or [sales@iwsinc.com](mailto:sales@iwsinc.com)



ImageWare® Systems delivers multi-modal biometric user authentication with patented, agnostic, plug-n-play technology, promoting interactive communication and Out-of-Band (OOB) authentication via mobile devices and in the cloud. Our innovative offering, such as GoVerifyID® and GoMobile Interactive®, provide scalable, reliable, simple, and fast identity solutions across a variety of platforms. ImageWare, GoVerifyID, and GoMobile Interactive are registered trademarks of ImageWare Systems, Inc. © 2018 ImageWare Systems, Inc. All other trademarks are the property of their respective owners. All rights reserved. For more information, please visit [www.iwsinc.com](http://www.iwsinc.com)