

# ENTERPRISE SECURITY

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Auraya Inc.

TOP  
**BIOMETRIC**  
SOLUTION PROVIDERS  
IN APAC  
2021

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*The annual listing of 10 companies that are at the forefront of providing  
Biometric solutions and impacting the marketplace*

# Auraya Inc.

## Cyber Security Identification & Verification AI Specialist

Consumers are becoming more frustrated with insecure and clumsy second-factor authentication processes where you are required to switch apps to collect a one-time passcode to access the information you are looking for or confirm a transaction. The one-time passcode is often sent to the same device you are using to access the service so there is no improvement in security, just an extra step that makes the process more inconvenient. Similarly, contacting customer support centers is driving consumer dissatisfaction due to lengthy wait times and cumbersome identity verification processes. Users still have to manually press numbers to connect to an agent and then authenticate themselves over several security questions. With a vision to be a global specialist in voice biometric technology, Auraya has developed its EVA solution template suite which leverages its world-leading

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Our determination to continue improving our technology and expand the use of our technology, fuels our collective passion to continue on this exciting and world-leading journey

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voice biometric ArmorVox AI engine to enable organizations to remove these friction points and provide secure, yet convenient identity verification. This next-generation voice biometric technology provides a full suite of biometric voice capabilities in digital channels such as chat, apps, and websites as well as securing voice bot interaction channels and enabling personalized self-service and agent-assisted calls. EVA's auto-scaling capabilities cater to the needs of large to mid-sized or small organizations.



Paul Magee

Auraya set out on a journey more than ten years ago to develop their voice biometric technology so that it could be implemented on-premises or in the cloud quickly and securely to provide a frictionless customer experience whilst being extremely and predictably accurate. The unique architecture makes it suitable for applications within both large and small organizations. Auraya's core ArmorVox voice biometric technology utilizes its voice identification and verification capability to accurately, seamlessly, and quickly authenticate customers' identities actively or passively, while enabling an improved and frictionless user experience. ArmorVox takes advantage of distinct physical characteristics of a person, such as the shape and size of a person's vocal tract and behavioral characteristics such as accent, speed of speech, cadence, pronunciation,

and emphasis while generating highly secure and unique voiceprints. ArmorVox is language independent and can enroll multiple voiceprints for each user, and these voiceprints allow verifications with as little as two seconds of speech.

Enterprises need to protect their customers' data and privacy, and they can rely on ArmorVox as a critical tool to deliver security, privacy, regulatory compliance, and organizational efficiency benefits. All captured voice recordings and encrypted voiceprints are stored within an organization's secure infrastructure. Even Auraya cannot access the customer data. ArmorVox captures the best possible quality voiceprint to allow customization of security thresholds to ensure the desired level of security is set for each individual and each transaction, all while protecting the users from fraudulent attempts such as computer-generated voices or recorded voices.

ArmorVox assists in underpinning enterprise security requirements, lowering the cost, and enabling regulatory compliance and self-service through automation. Auraya's technology is automatically updated and tuned without specialist intervention or sending any customer system data or PII to external suppliers or aggregators. ArmorVox works on every customer engagement channel, whether it is a phone call to an agent, conversation with a voice bot, an interaction using chat or messaging platforms, or interactions with apps, websites, or collaboration platforms like Zoom or WebEx as well as vehicles and IoT devices. Depending on the complexity, ArmorVox can be rapidly deployed cost-effectively in organizations existing on-premises or cloud-based solution infrastructure within a few days or weeks. Organizations can select their preferred deployment partner or deploy their solution with their in-house technical team.

Auraya provides an EVA solution template that delivers secure and delightful voice biometric identification and verification and fraud detection capabilities for telephony and digital channels. For instance, customers are frustrated with one-time passcodes to enable a transaction on a website. Auraya's EVA Web voice biometric technology can be used by prompting the user to touch



a microphone icon presented on the screen and simply saying the displayed digits. EVA Web offers this capability as it is integrated into leading identity access management platforms like Okta, PingFederate, Autho, among others. EVA Fraud Manager helps organizations detect and prevent fraudulent activity by analyzing conversations with conversational voice bots and call center agents. Where EVA Fraud manager matches one of the callers with a known or suspected fraudster, the organization is immediately alerted to thwart the fraudster. This process protects legitimate customers from having their data or identity stolen, helps companies prevent fraud losses, and assists in complying and lowering costs with the ever-increasing level of regulatory oversight.

“The breakthroughs that Auraya has achieved so far have already put the firm in a leadership position in the global market,” states Paul Magee, Auraya President. Forging ahead, Auraya is involved in the continued development of ArmorVox and EVA. The firm has assembled a highly talented global team of voice specialists focused single-mindedly on enhancing its unique patented technology. “Our determination to continue improving and expanding the use of our technology, fuels our collective passion to continue on this exciting and world-leading journey,” concludes Ray Doak, Auraya CEO. **ES**



Ray Doak