



AU10TIX Recognized for

2021

Product Leadership

Global

Identity Management Industry

Excellence in Best Practices

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of AU10TIX is a reflection of how well it is performing against the backdrop of these imperatives.

SIB	INNOVATIVE BUSINESS MODELS	DISRUPTIVE TECHNOLOGIES	INTERNAL CHALLENGES
Why	<ul style="list-style-type: none"> eCommerce, the demand for personalization, and new communication channels are driving strong growth in the customer experience industry. Seamless experiences through omnichannel and cross-channel capabilities will be critical for success. Subscription models will allow consumer packaged goods companies to increase retention rates. With the dramatic growth in the number of social media users, brands are considering social retail as a platform (e.g., Instagram Shopping). 	<ul style="list-style-type: none"> Firms are leveraging a diverse range of tools, such as AI and virtual reality, to enable a seamless customer experience across eCommerce and social commerce platforms. Customers will demand a more interactive user experience led by haptics, sensors, tactile functions, AI, automation, cloud, data analytics, and augmented/virtual reality on e-tailing platforms. Wearables will allow for virtual coaches and enable more personalized recommendations by leveraging AI. 	<ul style="list-style-type: none"> Customer experience has become a major growth driver for businesses to keep pace with customer preferences and gain a competitive edge. Some 89% of customers switch brands due to poor customer experience. Rapid developments in digitized customer experience have resulted in concerns about privacy and how businesses are tracking user activity and personalizing marketing. With hyperpersonalization, businesses need to rethink their user experience strategies to cater to their target audience.
When	<ul style="list-style-type: none"> eCommerce business value will reach \$6 trillion in 2022. China is expected to lead the market. A digital, omnichannel user experience strategy will be the key to success for business leaders, marketers, and customer experience planners in next 5 to 10 years. With collaborative human-machine interaction, Industry 4.0 will begin to move toward Industry 5.0, with mass customization and extreme personalization in 8 to 10 years. 	<ul style="list-style-type: none"> A complex mesh of 200 billion devices around the world will exist by 2030. With more than 20 connected devices per person, companies will invest in digital selling to improve customer experience. The majority of international companies will shift their focus to digital strategies to improve customer experience in the next 3-5 years. Digital assistants with cognitive user experience capabilities that understand gestures will be a top choice for technology investment over the next few years. 	<ul style="list-style-type: none"> The overall customer experience will be determined by how seamless and effective it is across the entire value chain. Companies will focus on impactful, consistent experiences across digital and offline channels and across functions throughout the life cycle journey. In many businesses, customer experience will overtake product and price in importance in the next 3 to 5 years.

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. AU10TIX excels in many of the criteria in the identity management space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

AU10TIX: A World-class Vendor Thriving in the Identity Management Space

AU10TIX is an enterprise-grade, end-to-end ID verification and document authentication service provider that uses forensic, biometric, and artificial intelligence (AI) technologies to link physical and digital identities. AU10TIX offers a modular portfolio of identity management solutions, including identity verification, Know Your Customer and Anti-money Laundering (KYC AML), and electronic credential verification. AU10TIX was founded in 2002 from technology built for airport security and border control. Headquartered in Israel, with offices in the United States, Cyprus, and the United Kingdom, AU10TIX has become a leading global identity management provider serving some of the largest companies in the world across several domains, including financial services, cryptocurrencies, marketplaces, telecommunications, and the sharing economy.

A Fully Automated Omnichannel Solution for Better Security and an Enhanced Customer Experience

Frost & Sullivan notes that identity authentication and verification have become one of the most significant factors driving the customer experience (CX) in the last couple of years. The accelerated growth of customer journeys that occur on digital channels, together with soaring fraud, has made customers demand improved security, but not at the expense of CX quality. Organizations continuously search for technologies and mechanisms that allow for more secure, accurate, fast, and reliable customer onboarding and customer verification processes. Moreover, solutions must improve security and CX at the same time as customers regard high security as a CX improvement.

AU10TIX is addressing customers' high expectations around security and CX through a fully automated omnichannel solution that handles complex and multifaceted threats while maintaining a fast and smooth customer journey. Its solution performs identity verification within 8 seconds and enables complete onboarding within 90 seconds, one of the fastest rates in the industry. Such an outstanding outcome is achieved through the application of advanced AI and automation to allow for accurate authentication without a back-office review by a human agent. In addition, the company's fast, smooth, and accurate onboarding provides a large number of complementary benefits. For instance, it helps minimize the costs associated with customer processing, enables effective regulatory compliance, increases conversions, supports growth plans, and improves brand equity. Such an approach is why so many global corporations that place CX at the heart of their go-to-market strategy have selected AU10TIX as their identity management partner.

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- Federico Teveles, ICT Industry Analyst

Extensive and Multidimensional Product Offering for Complex Threats

Even though there has been a global effort in recent years to minimize the impact of fraud by boosting security awareness and education, organizations are more exposed than ever. In 2020, hacker attacks increased threefold in a single year. Businesses have been striving to strengthen their defenses, but digital identity fraud remains highly lucrative for cybercriminals. Criminals are becoming more sophisticated in their digital trickery and constantly look for new ways to perpetrate fraud.

AU10TIX helps organizations overcome security and CX challenges by offering one of the most extensive product portfolios in the identity management industry. Its portfolio includes document verification, multi-modal biometric face-matching authentication, liveness detection (i.e., the ability to detect if a face is real), data

verification, KYC screening, electronic identity verification (i.e., the capacity to match provided customer identity details against their electronic "footprint"), and synthetic fraud detection. A modular architecture allows AU10TIX to deal with a large set of use cases, including initial onboarding, re-authentication, and KYC and AML compliance.

In Frost & Sullivan's opinion, AU10TIX is distinguished by its product innovation and fast adaptation to the changing security environment. During the COVID-19 pandemic, AU10TIX launched INSTINCT, a platform that fights synthetic identity fraud by employing adaptive analytics based on behavioral patterns. INSTINCT is architected to unveil criminals using fraudulent ID credentials that have already penetrated an organization's system undetected.

Similarly, AU10TIX recently launched a new solution named SECURE.ME that reduces integration and deployment requirements. It is a web-hosted solution that offers organizations immediate access to a set of authentication options (e.g., ID verification and selfie biometrics). In the identity management space, easy setup and seamless integration with organizations' existing systems are essential to counter threats rapidly. The launch of SECURE.ME demonstrates an optimal alignment between the AU10TIX product development pipeline and its customers' needs.

Building Trust by Harnessing Innovative Technologies

AU10TIX offers one of the most innovative and advanced platforms in the global identity management industry. The company has become a game-changing provider by harnessing a wide-ranging set of innovative technologies such as machine learning, neural networks, computer vision, forensic-level biometrics, and behavioral analytics. The blending of these technologies allows companies to prevent

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fraud, meet compliance mandates, and ultimately establish trust with their customers—one of the most significant assets that businesses can create. AU10TIX leads the charge in terms of practical AI and biometrics applications in the identity management space. Frost & Sullivan's research indicates that AU10TIX's well-designed product development roadmap and ability to leverage its continual work in AI, mobile, and biometric technologies will result in its remaining an industry innovator the next few years.

High Customization Capabilities

Frost & Sullivan believes that AU10TIX's scalability and customization capabilities differentiate it from the competition. The company has proven experience with complex customers such as technology corporations and global payments systems. Many of its reference clients are Fortune 500 corporations that demand

substantial scalability and complex customization. AU10TIX can provide immediate scalability and tailor its solutions to help customers balance their goals and requirements. Moreover, many customers are driven by CX requirements, others by compliance, security, or growth goals. AU10TIX has experience with supporting business leaders in all of these scenarios.

There is no doubt AU10TIX's customer service and customization capabilities are essential to its success in meeting evolving market expectations. To that end, AU10TIX can provide customers with multi-lingual support, configure the sensitive resolution of its platform, and have the solution up and running in only a few days. The company can also integrate its offering with any third-party system via APIs and combine its modules in the way customers want.

Conclusion

AU10TIX is achieving excellent growth rates by harnessing its human capital and extraordinary research and development capabilities to address the many difficulties businesses encounter with secure and fast customer onboarding and identification processes. AU10TIX has found an innovative, clever way to apply proven AI technology to solve everyday authentication problems, resulting in an optimized customer experience. By providing easy integration options, high scalability, and precision, the company helps organizations turn security into a differentiator in alignment with current market trends. AU10TIX's first-class product innovation process has helped it gain some of the world's most renowned brands as clientele, providing a solid foundation for long-term growth.

For its strong overall performance, AU10TIX is recognized with Frost & Sullivan's 2021 Product Leadership Award in the global identity management industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

