Avaya Mobile Identity (AMI)

Strengthen Mobile Caller Authentication and Reduce Fraud Risks with Accurate, Fast Identification

It's no secret that identity theft is skyrocketing and costing billions—in fact, last year alone fraud cost US businesses nearly $17 billion[1]. Organizations are particularly vulnerable to fraudulent attacks due to ever increasing social engineering techniques. A fraudster can manipulate contact center agents into making changes to customer account information or into revealing sensitive information. Fraud can represent a highly significant cost to the business in terms of the financial loss incurred, the IT investment needed to establish suitable fraud counter-measures and depreciating customer and brand loyalty.

Avaya Mobile Identity (AMI) is a next-generation, smartphone-based biometric identification solution that reduces fraud risks and costs while enhancing customer experience. By utilizing voice and facial recognition technology, AMI delivers accurate customer identification in a matter of seconds.

Voice and Facial Recognition Technology

Identify mobile customers with innovative technology that captures a customer voice and photo to provide secure authentication.

Self-Sovereign Identity

Give your customers the freedom to store, update and maintain their own Personally Identifiable Information (PII) and let them control the choice on when to share this PII with organizations.

Blockchain-Enabled

Confirm mobile caller identity, check PII data integrity and record transactions between mobile callers and the enterprise.

Quantum-Safe Security Technology

Cryptographic algorithms help ensure the service is resistant to future quantum computer cyber attacks.

1   Javelin Strategy and Research – 2018 Identity Fraud Report

Enhance Compliance Practices

Appropriate treatment of PII data while in transit and at rest can help reduce the risk of regulatory compliance issues and the ensuing costs of non-compliance.

Flexible Deployment

Deploy as the identity and authentication service for Avaya Mobile Experience, or as an Over-the-Top (OTT) service.

Administrative Web Portal

Administrative and reporting capabilities enable enterprises to make administrative changes and see usage details.
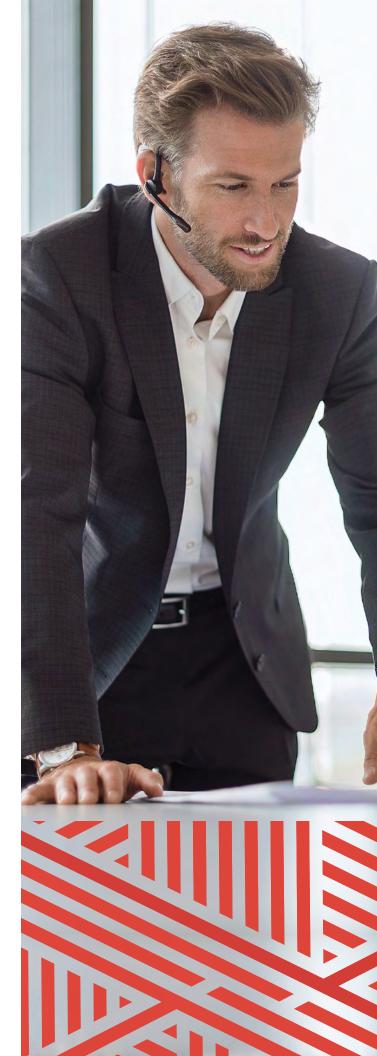
Available for Any Contact Center

AMI, delivered from the Cloud, has a consumption/utility-based pricing model that is ideal for any contact center - Avaya or non-Avaya.

Be a Leader in Digital Identity Protection By Reducing Fraud

By helping to reduce fraud risks for customers and your organization; your customers gain increased confidence and security during their interactions with your enterprise. This increased customer confidence positions your business as a leader in digital identity protection.

Improve the Customer Experience You Deliver

Since agents no longer need to be involved in most authentication processes; this frees time for them to focus on creating long-lasting customer relationships by delivering exceptional service. Improved customer experience and satisfaction can result through the elimination of friction that is routinely experienced by the customer during traditional authentication and authorization processes. Customers feel safer and are safer since they are controlling their own identity details and enterprises can find new innovative ways to serve customers via self-serve options.
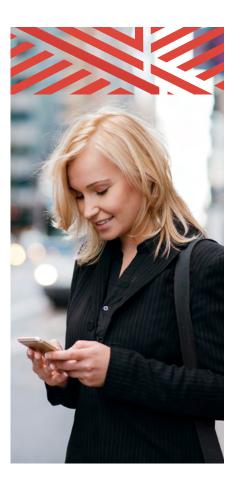
Eliminate Customer Password Fatigue

In today's world an individual typically creates a multitude of usernames and passwords for their various accounts. The ability to manage all these usernames and passwords is problematic for most individuals. Password reuse further undermines the effectiveness of a traditional password authentication model. AMI provides a uniform authentication approach that delivers confidence to customers that their personal identity is secure, under their control and cannot be cloned, stolen or used by anyone – even if they lose their smartphone. In addition, once mobile callers enroll in Avaya Mobile Identity, this single form of identity can be used by mobile callers when they interact with other organizations without re-enrolling.

Improve Contact Center Productivity

Cost savings for the enterprise can be realized by reducing call handle times. The strong authentication of a mobile caller prior to any interaction with the contact center can reduce individual call durations by approximately 30 to 75 seconds through the elimination of traditional authentication processes. In addition, AMI can provide greater security for Personally Identifiable Information with the contact center. Enterprises can fully authenticate mobile customers while gaining valuable contextual information about their intended interactions using a variety of methods that include Dialed Number Identification Service (DNIS), Interactive Voice Response (IVR) selections and the use of mobile subscriber data. Having this information enables the contact center to reduce handle times and personalize the customer experience.

For more information or to see Avaya Mobile Identity in action, contact your Avaya Account Manager or visit us at avaya.com.

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This document contains certain "forward-looking statements." All statements other than statements of historical fact are "forward-looking" statements for purposes of the U.S. federal and state securities laws. These statements may be identified by the use of forward looking terminology such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "our vision," "plan," "potential," "preliminary," "predict," "should," "will," or "would" or the negative thereof or other variations thereof or comparable terminology and include, but are not limited to, expected future releases, statements about future products, expected cash savings and statements about growth, exchange listing and improved operational metrics. The Company has based these forward-looking statements on its current expectations, assumptions, estimates and projections. While the Company believes these expectations, assumptions, estimates and projections are reasonable, such forward-looking statements are only predictions and involve known and unknown risks and uncertainties, many of which are beyond its control. The factors are discussed in the Company's Registration Statement on Form 10 filed with the Securities and Exchange Commission, may cause its actual results, performance or achievements to differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. For a further list and description of such risks and uncertainties, please refer to the Company's filings with the SEC that are available at HYPERLINK "http://www.sec.gov" www.sec.gov. The Company cautions you that the list of important factors included in the Company's SEC filings may not contain all of the material factors that are important to you. In addition, in light of these risks and uncertainties, the matters referred to in the forward-looking statements contained in this report may not in fact occur. The Company undertakes no obligation to publicly update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law.

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