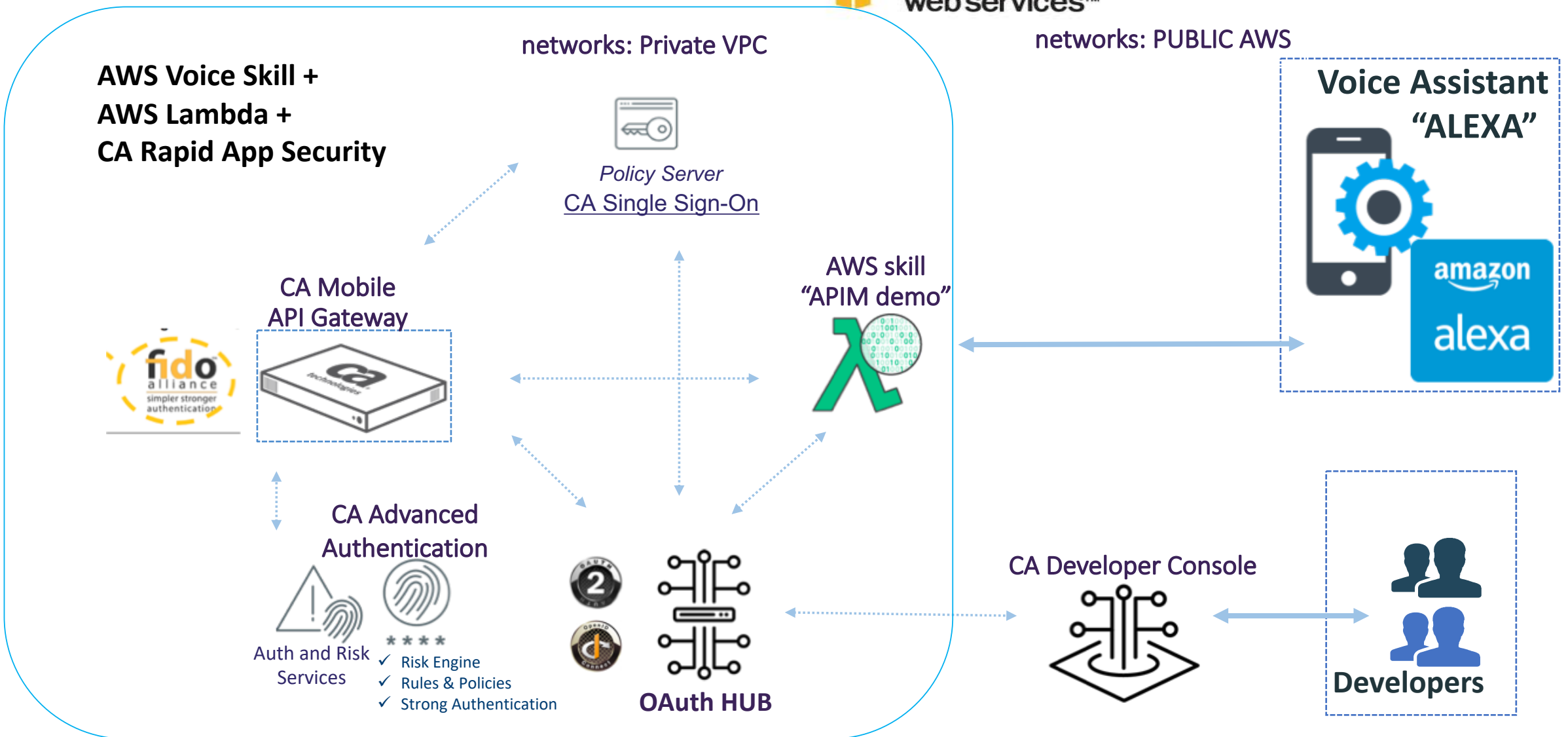
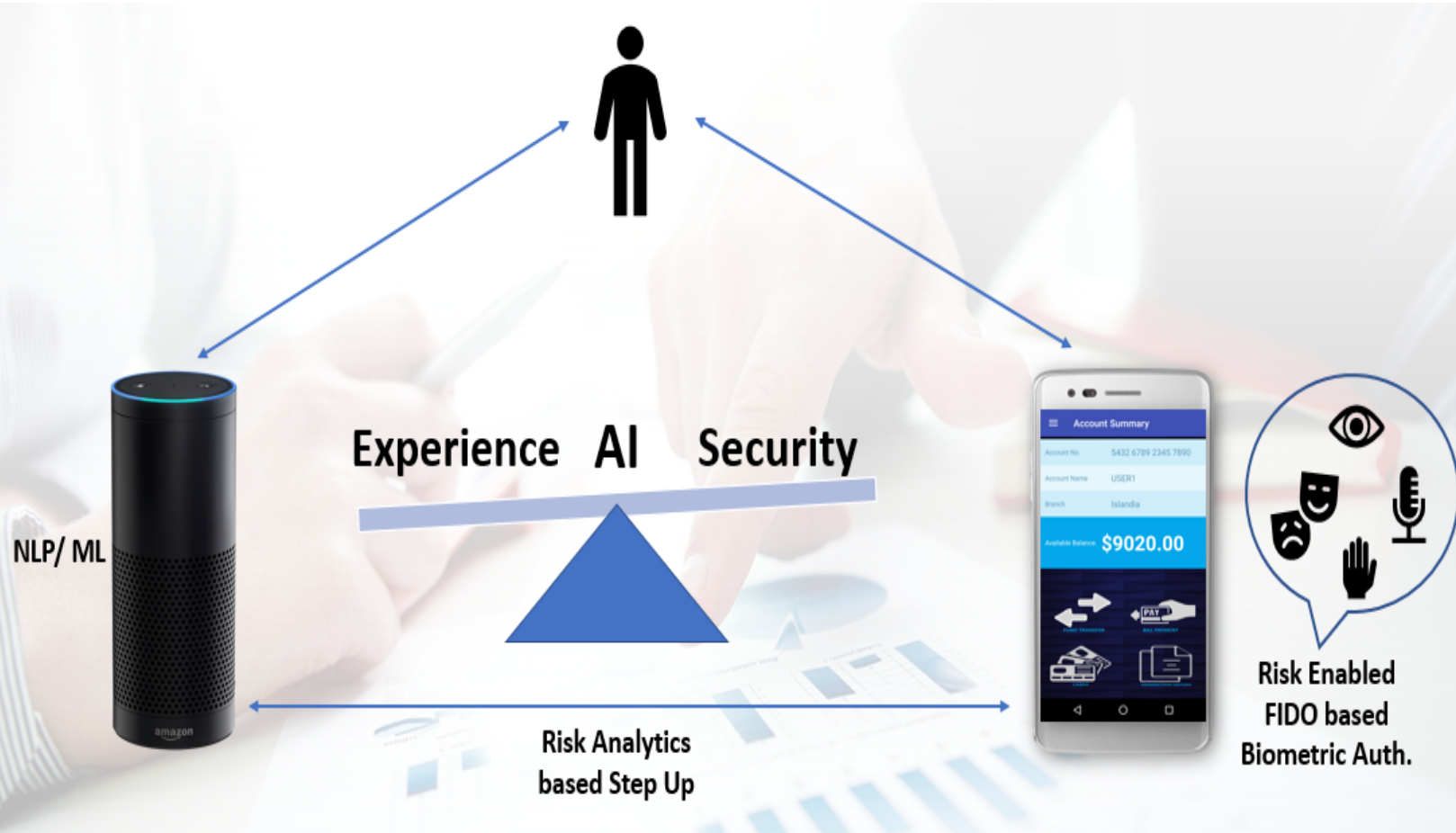


Demo Architecture



Balancing Experience with Trust...



“ Cognitive Experience Design is the art and science of bringing harmonic geometry to a conversation. ”

Joanna Peña-Bickley
Global Chief Creative Officer

Business Scenarios

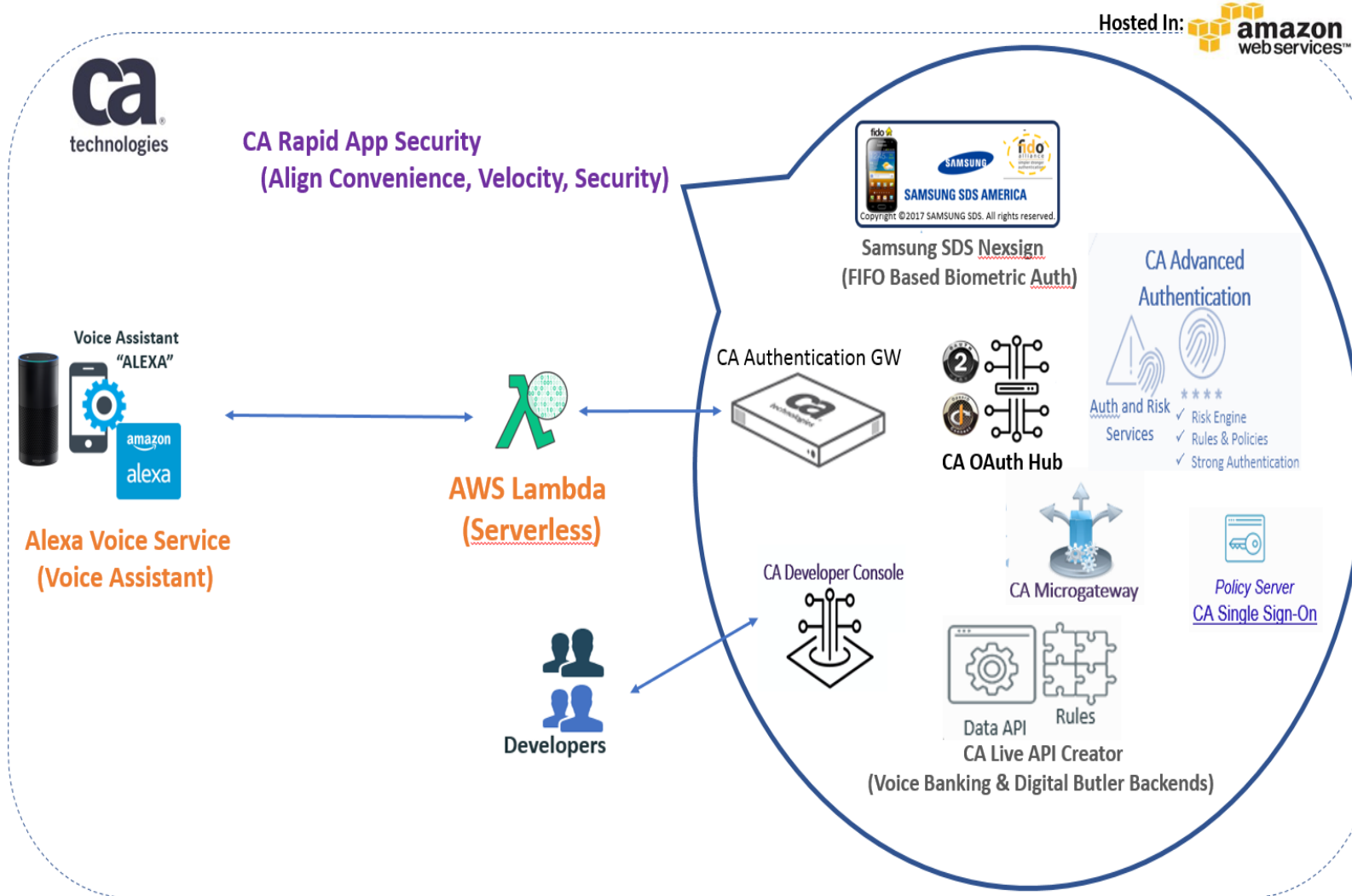
Voice Banking:

- Login via echo
- check balance via echo.
- request transfer fund via echo between accounts in 2 separate banks.
- Risk eval on Amt, Device DNA:
 - If Amt < stepup amt no step up
 - If Amt > stepup amt voice based FIDO step up via mobile app on mobile device

Voice Ecommerce (Digital purchase/ Digital Payment):

- Look up an item via echo
- check price via echo
- Request Buy Item(s) via echo
- Provide credit card via echo
- Validate Credit card
- Risk eval on Amt, Device DNA:
 - If Amt < stepup amt no step up
 - If Amt > stepup amt voice based FIDO step up via mobile app on mobile device

Balancing Experience with Trust...



Speaking Flow

(user) Load voice demo
(avs) Welcome to the CA Alexa demo

(user) hello gateway
(avs) Hello from the gateway
Connection is valid

(user) request with token
(avs) OAuth token valid (*if present*)

(user) OTP service
(avs) Pin sent
< OR >
Here is the secret resource

(user) enter pin {PIN}
(avs) Accepted. Resource unlocked