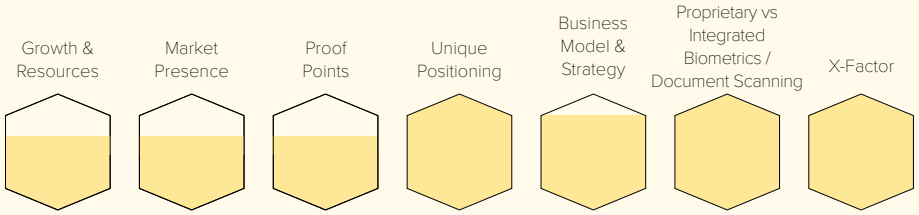
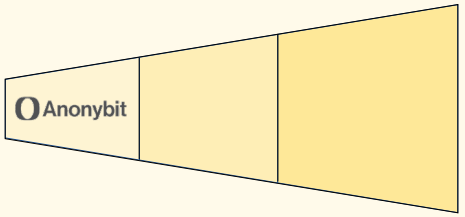
Anonybit

anonybit.io

BEAM: **Biometric ID Platform** / CLASSIFICATION: **Luminary**





Founded in early 2022 by biometrics industry veteran Frances Zelazny, Anonybit is pioneering a unique and unphishable approach to biometric digital identity. This Biometric ID Platform Luminary specializes in decentralized biometrics, offering a platform that breaks a given biometric template into shards that are distributed across multiple servers. Each shard is useless on its own, rendering the data essentially worthless in the event of an attack against any one server. Anonybit's fully orchestrated platform is algorithm agnostic, and the company invites vendors to adapt their tech to its platform.

Privacy and data protection are essential to the future of biometric digital identity, so Anonybit's eponymous decentralized biometric storage technology is a showstopping differentiator. But it is important to highlight the company's strength as an integrated biometric identity platform. Many vendors, particularly in the IDV space, aspire to build themselves into platforms by adding additional point solutions that add authentication to their stack. Anonybit, by contrast, is a platform by design, taking a full identity lifecycle approach, orchestrating transactions, enhancing user privacy, and, of course, protecting biometric data in patented Anonybits.

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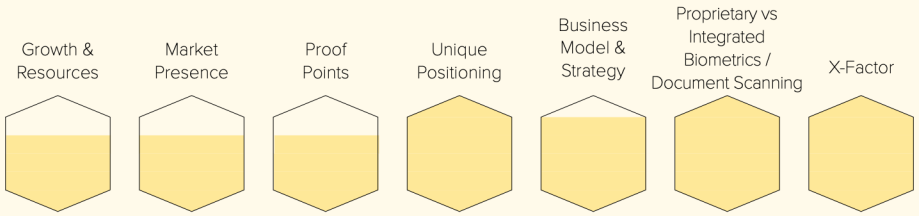

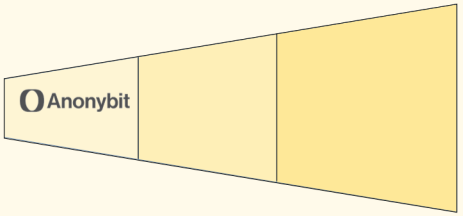

Anonybit takes a one-of-a-kind approach to biometric storage and management, breaking biometric templates into encrypted fragments and securely distributing them across a network. And it works—naturally eliminating honeypot risks and privacy concerns. Relatively fresh on the scene, the company is already seeing major successes on its quest to connect digital onboarding to downstream identity processes, closing what CEO Frances Zelazny calls “the Circle of Identity.” Its flagship product, Anonybit Genie, unifies the user lifecycle, carrying strong identity assurance from onboarding to authentication and account recovery. Genie is enabled by Anonybit’s decentralized biometric cloud and decentralized data vault. It supports all biometric modalities and clocks amazing speeds, preforming 1:1 matching in under 200 milliseconds and 10 million 1:N searches in a split second.

A tier 1 Latin American banking group in Colombia, serving 14 million customers through retail banking and its P2P platform leverages Anonybit’s technology to great effect thanks to an integration with standard IDV provider Ado Technologies. To enable self-service and account recovery applications for the banking group, Ado needed a solution to safely manage and store biometric data, so it turned to Anonybit. In less than two weeks, the biometrics firm set Ado up with a biometric storage and management facility, enabling the full range of biometric functionality needed with the highest level of privacy. Now, Anonybit runs 1:N matches on every account opening, and 1:1 matches for every account recovery request made by the bank’s clientele. With zero processing failures to date, Anonybit is saving the banking group money, specifically help desk and in-branch processing costs, which Forrester pegs at $70 per event. When a Biometric Identity Platform Luminary like Anonybit is orchestrating identity processes, financial services providers benefit from the convenience and speed of automation without compromise. Anonybit is a recommended vendor for financial services players seeking a full lifecycle identity orchestration solution with biometrics at the core.

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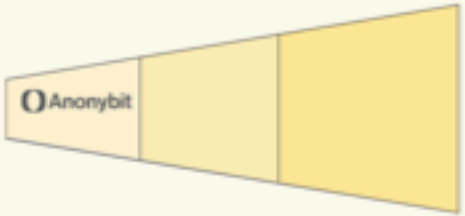

Committed to enabling a privacy-by-design framework for the entire identity ecosystem, Anonybit's one-of-a-kind technology breaks up biometric templates into encrypted fragments and distributes them across a network, naturally eliminating honeypot risks and protecting user privacy. This unique approach to decentralized biometric storage underpins the company's flagship product, Anonybit Genie, which unifies the user lifecycle. In an identity landscape characterized by siloed processes and point-solutions, Genie closes the gap between digital onboarding and downstream identity processes like device binding, authentication, and account recovery. Able to perform 1:1 matching in under 200 milliseconds and 10 million 1:N searches in half of a second, Genie makes Anonybit's elegant vision biometric digital identity a reality, closing what CEO Frances Zelazny calls "the Circle of Identity."

Anonybit shines especially bright in the hospitality space. By adopting Anonybit's open platform—which supports face, palm, and other biometric modalitlies—hospitality chains of all sizes can address the full spectrum of Prism Lens industry challenges. Its omni-channel, streamlined customer experience enhances compliance posture in relation to GDPR, CPRA, and other, emerging regulations, while also bringing a secure and convenient element to guest flow, enabling trusted self check-in and check out. Anonybit also brings the assurance of "who you are" to loyalty programs, which it keeps clean and fraud-free thanks to its authentication and deduplication capabilities. It can enable biometric payments online, offline, and over the phone, too. Anonybit even reaches across the counter, offering operational identity management for employee access and time and attendance. As the travel and hospitality sector evolves and expands based on customer demand, the number of fraud vectors facing hospitality providers multiplies. Anonybit's platform scales to fill in the identity gaps inherent to company growth while offering a simple and consistent selfie biometrics user experience. This Prism Luminary exemplifies the power of a platform approach to biometric digital identity in a dynamic and competitive sector.

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