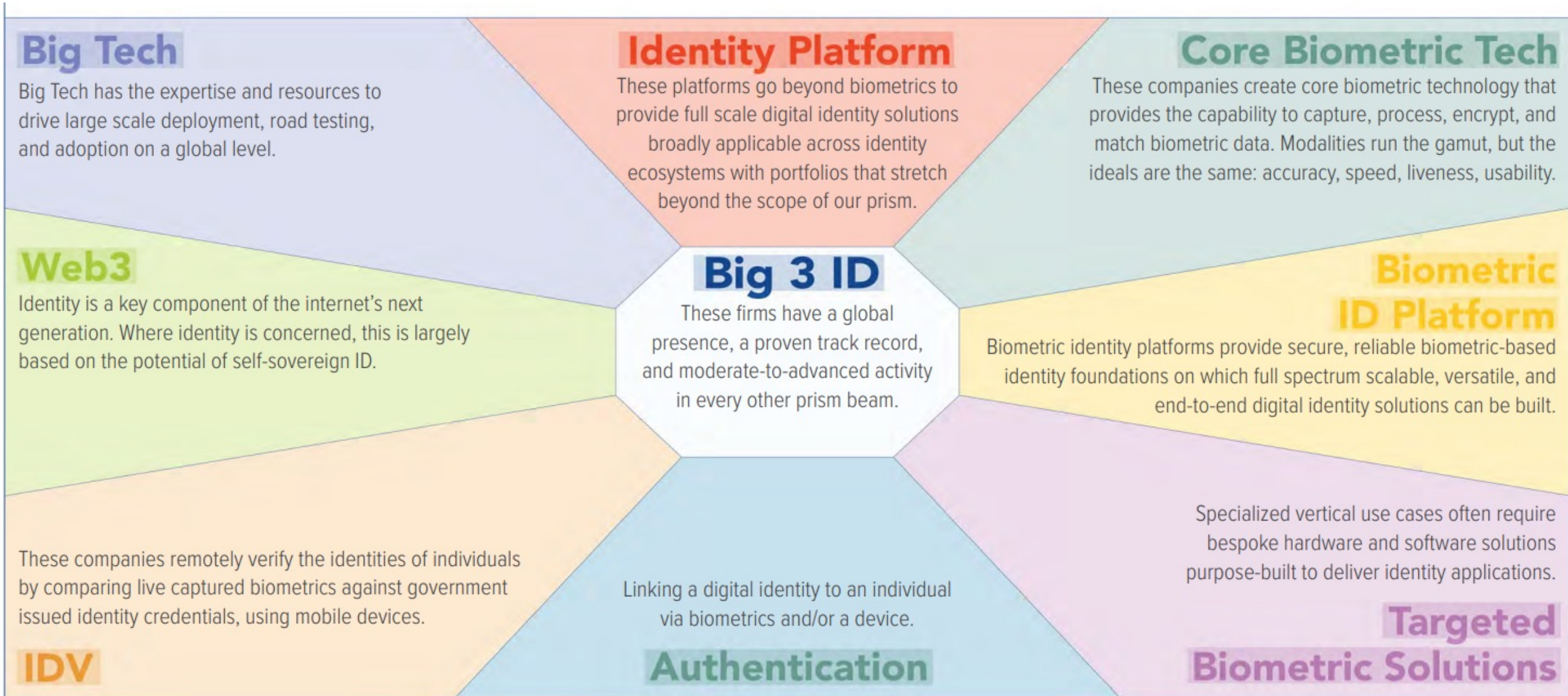# Introducing the Prism Framework

Shining a New Light on Digital Identity

Password Path Dependency is Holding Biometrics Back

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Showing Biometric Digital Identity in a New Light

Big Tech
Big Tech has the expertise and resources to drive large scale deployment, road testing, and adoption on a global level.

Identity Platform
These platforms go beyond biometrics to provide full scale digital identity solutions broadly applicable across identity ecosystems with portfolios that stretch beyond the scope of our prism.

Core Biometric Tech
These companies create core biometric technology that provides the capability to capture, process, encrypt, and match biometric data. Modalities run the gamut, but the ideals are the same: accuracy, speed, liveness, usability.

Web3
Identity is a key component of the internet's next generation. Where identity is concerned, this is largely based on the potential of self-sovereign ID.

Big 3 ID
These firms have a global presence, a proven track record, and moderate-to-advanced activity in every other prism beam.

Biometric ID Platform
Biometric identity platforms provide secure, reliable biometric-based identity foundations on which full spectrum scalable, versatile, and end-to-end digital identity solutions can be built.

These companies remotely verify the identities of individuals by comparing live captured biometrics against government issued identity credentials, using mobile devices.

IDV

Linking a digital identity to an individual via biometrics and/or a device.

Authentication

Specialized vertical use cases often require bespoke hardware and software solutions purpose-built to deliver identity applications.

Targeted Biometric Solutions

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The False Dichotomy in Digital ID

- Passwords are secret strings of data that can be used by anyone who knows them, guesses them, cracks them, or buys them.

- Biometrics represent the actual carbon-based lifeform at the end of a transaction.

- The evolution of digital identity will continue to be stunted so long as this fundamental mischaracterization of the relationship between biometrics and passwords persists.

- *Biometrics are not the next evolutionary step up from knowledge-based authentication—they represent an entirely new foundation for identity in the digital age.*

Path Dependency and the Horse's Ass

Digital Identity is locked into a pattern of path dependency.

- Past decisions have lingering, unintended effects that we accept without question. The Space Shuttle Rocket Boosters were the width of a horse's ass because of a cascading set of assumptions dating back to the ancient Romans.

- Consider the assumptions made in your industry. Do you know their origin?

- What are you doing today because it has always been done that way?

Biometric Digital Identity Prism

Prism Classifications

Pulsar

Pulsars are the bright upstarts and pivoting legacy vendors prioritizing the crucial elements of biometric digital identity. Startups with promising technology or established names with a proven aptitude for adapting to the new identity ecosystem, Pulsars have strong potential to influence the Prism landscape.
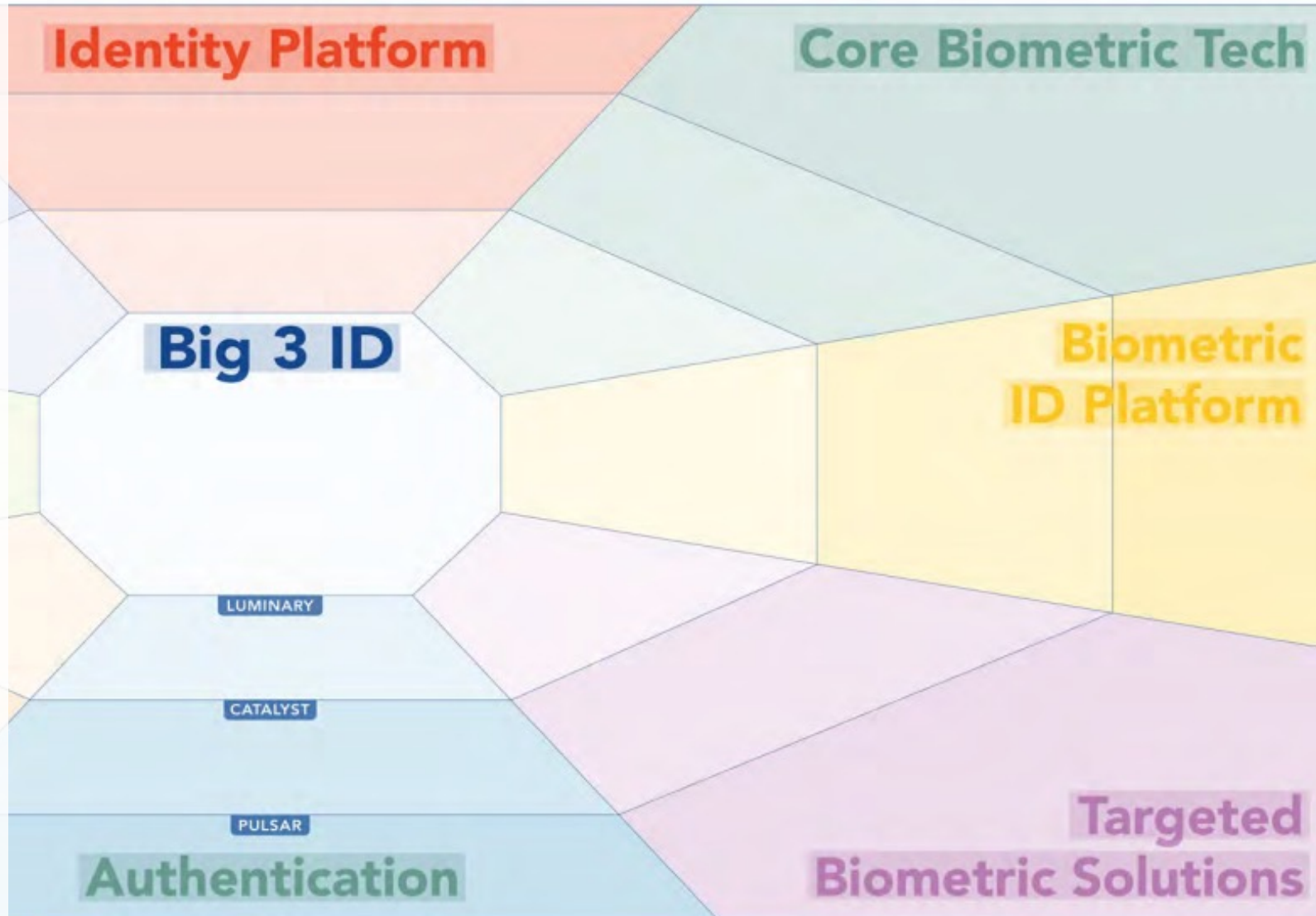
Catalyst

Catalysts are established disruptors, innovators, and agents of acceleration. With high proficiency in certain areas of assessment, Catalysts are often one step away from ascending to Luminary status, whether it's through an acquisition, a technological innovation, or an injection of resources.

Luminary

Luminaries are the guiding lights of their industry segment. They show the highest level of proficiency in their beam and are often responsible for setting trends in their fields.
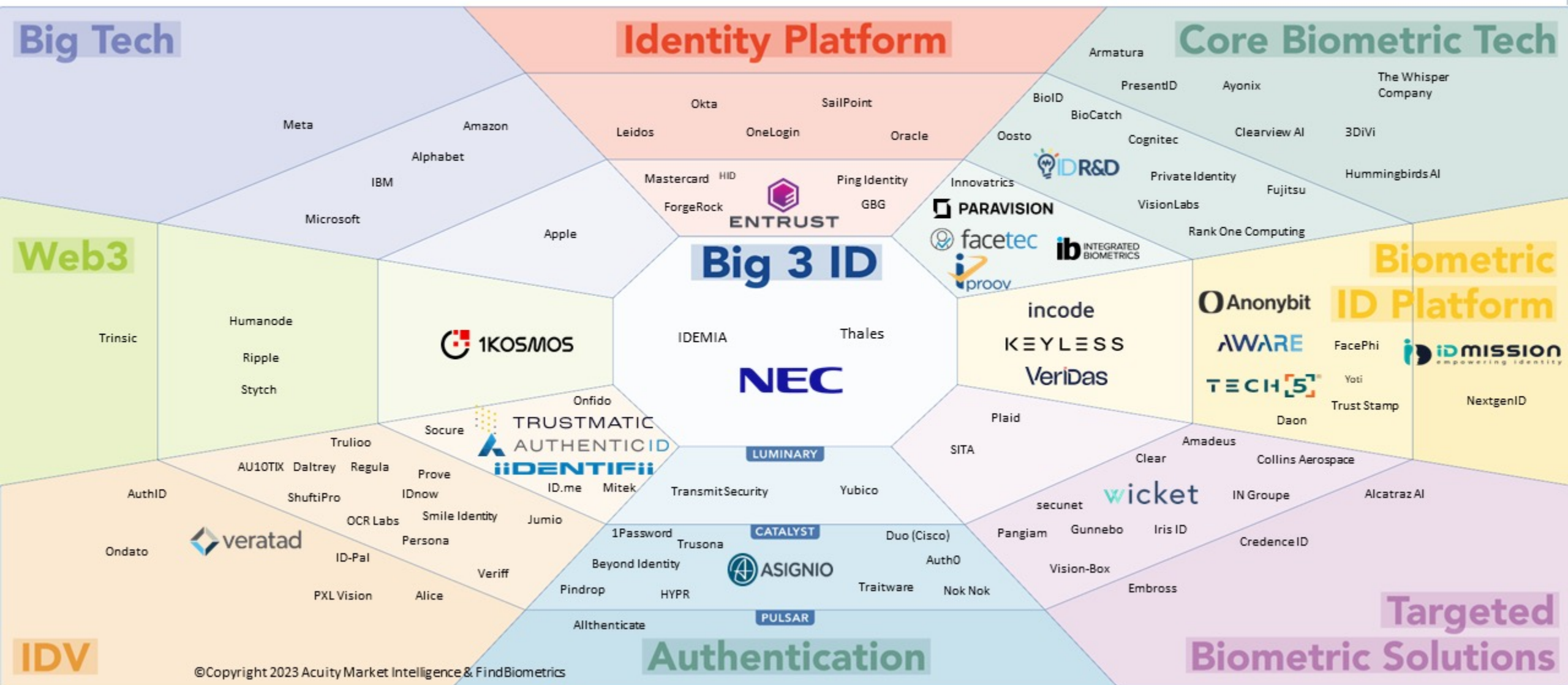
Refractors (Big 3)

These firms have a global presence, a proven track record, and moderate-to-advanced activity in every prism beam.

Biometric Digital Identity Prism

Big Tech

Meta · Amazon · Alphabet · IBM · Microsoft · Apple

Web3

Trinsic · Humanode · Ripple · Stytch

Identity Platform

Okta · SailPoint · Leidos · OneLogin · Oracle · Mastercard · HID · Ping Identity · ForgeRock · GBG · ENTRUST

Big 3 ID

IDEMIA · Thales · NEC

Core Biometric Tech

Armatura · PresentID · Ayonix · The Whisper Company · BioID · BioCatch · Clearview AI · 3DiVi · Oosto · Cognitec · ID R&D · Private Identity · Hummingbirds AI · Innovatrics · VisionLabs · Fujitsu · PARAVISION · facetec · ib INTEGRATED BIOMETRICS · iproov · Rank One Computing

Biometric ID Platform

incode · KEYLESS · VeriDas · Anonybit · AWARE · FacePhi · idmission empowering identity · TECH5 · Yoti · Trust Stamp · NextgenID · Daon

1KOSMOS

Authentication

Onfido · TRUSTMATIC · AUTHENTICID · iiDENTIFii · Socure · Trulioo · AU10TIX · Daltrey · Regula · Prove · ShuftiPro · IDnow · ID.me · Mitek · LUMINARY · Transmit Security · Yubico · 1Password · Trusona · CATALYST · Duo (Cisco) · Beyond Identity · ASIGNIO · Auth0 · Pindrop · HYPR · Traitware · Nok Nok · PULSAR · Allthenticate

IDV

AuthID · Ondato · OCR Labs · Smile Identity · Jumio · Persona · ID-Pal · Veriff · PXL Vision · Alice · veratad

Targeted Biometric Solutions

Plaid · SITA · Amadeus · Clear · Collins Aerospace · secunet · wicket · IN Groupe · Alcatraz AI · Pangiam · Gunnebo · Iris ID · Credence ID · Vision-Box · Embross

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*The Biometric Digital Identity Prism is an ongoing identity industry research program. Learn more at findbiometrics.com/prism

Download the 2023 Biometric Digital Identity Prism Report

FindBiometrics and Acuity Market Intelligence cast the biometric digital identity industry in a new light.

The 2023 Prism report includes:
- Vendor positioning in the biometric-centric Prism ecosystem
- Prism beams and evaluation criteria for identity leaders
- Prism vendor power rankings
- Digital transformation challenges and drivers
- Strategic insights and guidance on market evolution

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For more on
The Biometric Digital Identity Prism
or
Additional Market Insight &
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