

# ENTERPRISE SECURITY

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## BIOMETRIC

E D I T I O N



TOP  
**BIOMETRIC**  
SOLUTION PROVIDER  
IN EUROPE  
2021



# aCrm Net

## Biometric Authentication Built for Smartphone Networks

**F**or many in the EU, the adoption of the GDPR was considered a historic moment. GDPR was believed to be the reform that would restore trust in today's digital services and reignite the engine for the advancement of technology. And yet, despite being revered as one of the EU's most outstanding achievements, some leaders remain sceptical about the law's positive impact on business growth and innovation. IT organisations in Italy, for example, were issued 88 fines in 2021 for breaching or not abiding by GDPR laws. In regards to the total amount fined, the country leads at €84 million, followed by France (€57 mil), Germany (€49 mil), the UK (€44 mil), and Spain (€32 mil).

A visionary from Italy, Francesco Terlizzi, observed that a sense of mistrust still lingered amongst his fellow countrymen and a few industry leaders regarding the privacy and security offered by new digital safety technology. Intending to eradicate misconceptions surrounding data security and create a system that can quickly identify a person on the internet—without any margin for error—Terlizzi founded aCrm net and its biometric authentication solution, MY-ID. The team behind MY-ID has engineered algorithms to create unique digital identities that make digital transactions safe.

MY-ID is a Multi-Factor Biometric Authentication (MFA) technology that adds an extra layer of protection before accessing corporate applications. The solution stores a user's digital identity locally on their mobile phone, as opposed to a remote server. Prioritising privacy and compliance with GDPR, this 'biometric wallet' stores identification data on smartphones such that communication between two users can

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**MY-ID eliminates the need for passwords, OTPs, PIN, and the like, by securely authenticating users through the analysis of biometric factors**



Francesco Terlizzi

be encrypted without relying on external servers. “MY-ID eliminates the need for passwords, OTPs, PIN, and the like, by securely authenticating users through the analysis of biometric factors,” adds Terlizzi, Founder and Managing Partner of aCrm net. Users can access any digital web platform after the authentication of multiple biometric factors in less than five

seconds. They simply need to position themselves in front of their mobile phone and repeat a phrase chosen randomly by the MY-ID solution. With features such as passive liveness and vocal timbre detection, the app can verify if the user is a live person and not a video recording. This functionality thwarts face spoofing and prevents malefactors from using stolen biometric data.

To drive home the necessity of biometric authentication, Terlizzi narrates a story where the company helped a Brazilian client bolster digital security in their payment solution. “The customer approached us to integrate the MY-ID architecture into their mobile application. They wanted to ensure that only the owner of the device could authorise payments,” he continues. Upon initiating a transaction, the customer would be redirected to MY-ID, where their identity would be verified using registered biometric data instead of a conventional PIN or password. By leveraging the context of the device, network and user behaviour, MY-ID MFA can intelligently reduce the risk of breaches and can protect access to endpoints.

Terlizzi and the team aim to introduce this mobile-centric biometric authentication solution to a broader audience across various industries. The app will be engineered to integrate more biometrics such as iris scans, hand scans, and more in the near future. “We are working to eliminate the need for access authentication that depends on login IDs and passwords,” adds Terlizzi. Additionally, aCrm has embarked on a journey to create digital identities for robots and design encrypted communication channels that allow only authorised personnel to operate these machines. **ES**