

How should you re-evaluate your biometric solution?

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If I'm trying to replace a facial biometric solution, I am probably optimizing for a combination of three things: usability, security, and cost. I'm also looking at the basics like completion and pass rates, reach, accuracy and price. But, I'm also looking underneath the hood.

So on usability, I'm not just looking at user experience. I'm also looking at integrability. How easy is it to swap the product? How do I minimize disruption down the funnel?

On security, I'm not just looking at accuracy. I'm also looking at how the team building the product is looking at the threat landscape. How are they preparing for attacks that are maturing? Are they experts in the product? Can I trust them? How are they baking resilience into the product?

On cost I'm not just looking at price. I'm looking at how are they packaging features so that I can minimize in-house costs in the future? Or what does their roadmap look like and can I align with their strategy? Can I better meet regulatory requirements or can I save on a certain area of support in house?

I think the most important piece though, is being honest with that buyer and calling out the things that didn't work the first time.