



Cracking the Mobile Biometric Conundrum: Assess, Educate and Deploy

The demand for mobile biometric technologies is undeniable

Consumers are excited and looking to adopt...

93% prefer biometrics to passwords



And banks are equally enthusiastic



92% want to adopt biometric technology

Yet knowledge gaps are slowing adoption

36% of decision makers involved in implementing mobile biometrics say they have adequate experience



Getting Mobile Biometrics Right

Mastercard and the University of Oxford have developed The Five Factor Framework to help banks understand and successfully deploy mobile biometrics.

