



## USAN and TradeHarbor Announce Channel Partnership

### *TradeHarbor's Voice Signature Service<sup>SM</sup> available with USAN's Call Center Cloud Solution*

Norcross, GA and St. Louis, MO (March 23, 2010) – TradeHarbor, Inc., a leading provider of voice authentication services, and USAN, a leading provider of Call Center Cloud solutions, today announced a partnership to offer TradeHarbor's *Voice Signature Service<sup>SM</sup>* to any customer using USAN's IVR services.

A *Voice Signature* is a digital representation of a person's voice used to verify their identity with a high degree of accuracy. Voice authentication enables companies to provide the security of voice biometrics to better authenticate and protect customer transactions. A *Voice Signature* is as unique as a fingerprint and as binding as a handwritten signature. With an increase in identity theft, consumers gravitate to companies that offer products to increase consumer security and reduce the potential for identity fraud.

"USAN is very excited to partner with the leader in the voice authentication space. TradeHarbor has taken voice biometrics from a lab technology to a much more mainstream product that enterprises are requiring," said Farid Shenassa, Chief Technology Officer at USAN. "TradeHarbor's solution nicely complements the existing USAN Call Center Cloud solution."

"TradeHarbor's SaaS authentication solution technologically expands the USAN security and speech solution, so enterprises can deploy the best of breed voice authentication to better protect customer accounts and employee information. Not only will voice authentication work for customers on inbound calls, but USAN's clients will also benefit from *Voice Signatures* in online authentication for transactions made from computers and mobile devices based on outbound calls to their wired or mobile phones," said Bob Nelson, Vice President of Partner Development at TradeHarbor.

When an enrolled user calls an application protected with the *Voice Signature Service<sup>SM</sup>*, they are prompted to repeat a dynamically-presented phrase to be strongly authenticated. *Voice Signatures* are used to conveniently authenticate inbound telephone calls or, using outbound calls, authenticate transactions on the web and on mobile devices. The *Voice Signature Service<sup>SM</sup>* then returns a proprietary Normalized Detector Scale® confidence score that can be used as a real-time decision support factor in allowing or denying account access; it also maintains an audit trail, which provides unprecedented accountability. Additionally, *Voice Signatures* can be used as legally-binding digital signatures to electronically sign documents online or by telephone.

### **About TradeHarbor**

TradeHarbor, Inc. is the provider of the *Voice Signature Service<sup>SM</sup>* which delivers voice authentication in a Software as a Service (SAAS) model. TradeHarbor is privately held and has been a pioneer in the voice

authentication market since 1999. The *Voice Signature Service*<sup>SM</sup> has been designed to protect consumer transactions via phone, the Web, and mobile devices; it also provides legally-binding document signatures. For more information visit [www.tradeharbor.com](http://www.tradeharbor.com) .

### **About USAN**

USAN provides a portfolio of world-class SaaS contact center solutions to enterprises and carriers over a high-availability (99.999%), fully redundant infrastructure. The USAN platform in the cloud offers comprehensive products from automatic call distributor (ACD), interactive voice response (IVR) with speech, outbound dialer, workforce management, call recording to Vision reporting. Since the USAN platform is delivered via a Software-as-a-Service (SaaS) model, clients reduce costs and have the latest contact center technologies. The USAN Professional Services team delivers on time and under budget so that customers are connected to businesses with more information, more quickly and intuitively thereby increasing customer loyalty. USAN received the highest marks for customer service in the independent 2009 Hosted Contact Center Infrastructure Market Report by DMG Consulting, LLC. To learn more about the USAN difference, visit [www.USAN.com](http://www.USAN.com).