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Using Automated Authentication Today by Keith Gambill

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Choices for verifying information are quite extensive. The use of automated authentication is quite common for many different websites today. As your organization works to stop the use of fraudulent financial information, you will find many different options are available.

The use of automated authentication allows an organization to protect themselves from orders that might never be paid for. At the same time their clients and customers are also protected. Several options for automated authentication are found today each having their own level of effectiveness.

Using telephone verification is an easy method of confirming the identity of the user. A phone number is entered by the customer into the website as they work through the ordering process. An automated authentication phone call is then placed to that number which contains a personal identification number that the customer must enter into the website for the order process to continue.

Once the call is received and the PIN entered, the process continues as normal. A hacker who is working to steal financial data will be unable to complete the transaction as they will not want to enter a valid phone number into the system. Using someone elseâ€™s phone number will not be helpful to them as they will not receive the phone call containing the PIN, thereby stopping them from continuing.

Automated authentication provides a virtual hands free method of confirming the identity of the buyer. An organization will set up the system to place the call as soon as the telephone number is given. The PIN will be a randomly created number that the buyer must enter. The PIN obviously must match the number that was given in the phone call or text message.

The use of automated authentication has evolved over time in an attempt to stay ahead of hackers and spammers who are working to obtain financial and personal data of others for their own use. As the use of the internet continues to grow, the need for more aggressive measures becomes apparent. As the programs and procedures are improved to stop the hackers, the hackers work to find methods to get around those security measures.

Any organization that has an ordering process on their website should have a method of authenticating the user. Automated authentication makes the process much faster than any system that is not automated of course. Using a method that allows for hands free verification protects both the organization and the individual that is placing the order.

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Keith Gambill is a freelance writer specializing in new Internet developments. He has been an accomplished programmer and self-described â€œtech junkyâ€• for twenty-six years. He lives in Boston, Massachusetts with â€œa Mac, a PC, and a golden retriever.â€•

Refer a http://www.telesign.com/ for more details on a automated authentication.

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