



Case Study: Alaris

Company Information:

Alaris is a joint venture between Rolls-Royce and Arizona State University that is utilizing Rolls-Royce's innovative SignHear technology in the childcare, healthcare insurance, and retail banking markets. SignHear Dynamic Signature Verification by Alaris, is a biometric technology that verifies identity by analyzing the unique sound patterns created by an individual's written signature. These sounds are captured and analyzed by a patented algorithm that generates an acoustic signature template unique to each user.

Relationship with ASU:

In order to bring the technology to the North American market, Rolls-Royce's corporate venturing arm, and ASU SkySong, hosted a reverse business plan competition in 2008, which invited teams to create a business plan that would utilize the technology in the market. A team of ASU MBAs, led by Jeremy Kelstrom, won the competition, with a plan to address the daycare center market. Rolls-Royce granted the team an exclusive license for the signature technology in North America, seeding the new corporation with \$50,000 and the technology. The team has operated at an office at SkySong since its creation and has been supported in its development by Arizona Technology Enterprises and the ASU Venture Catalyst

through mentoring, coaching, faculty and student support.

Looking Forward:

Applications for this technology are widespread. For example, SignHear technology by Alaris is now an integral part of select Boys & Girls Clubs facilities in Scottsdale, AZ. Parents of children attending both after school functions and summer camps can now sign their children out of care using SignHear. Parents and staff enjoy additional peace of mind as the SignHear system can identify precisely which children are present in the facility at any given time. Additionally, the system tracks the hours of volunteer staff, ensuring they receive credit and recognition for donated hours worked.

The company has expanded its focus to now include the healthcare insurance and retail banking markets, in addition to child care security. Healthcare insurance fraud is estimated to cost the US tax payer more than \$220 billion a year, making a preventative method of verification an absolute necessity recognized throughout the healthcare industry. To date, other biometric methods of authentication have been rejected due to user invasiveness. As signature capture in healthcare is the traditional form of both clinical procedure and financial obligation acknowledgement, signature authentication technology is universally accepted by both patients and providers.