

Bredemarket and Identity Firms

Who are you?

There are various ways to ensure that a person is who he or she claims to be. Five common “authentication factors” include:

- **Something you know.** This could be a password or a PIN.
- **Something you have.** This could be a driver’s license, an identification card, or a physical or virtual token.
- **Something you are.** This includes biometrics, such as fingerprints, faces, irises, voices, DNA, and behavioral biometrics.
- **Something you do.** These are actions that are not necessarily habitual behaviors, such as using swiping patterns to unlock a device.
- **Somewhere you are.** Geolocation can also identify you, in combination with other factors. (Why are you withdrawing your bank account money from Belarus?)

Many companies provide identity products and services related to one or more of these authentication factors. And sometimes, they need help.

How can Bredemarket help identity firms?

Because of my extensive identity industry expertise, I can provide enhanced services to identity firms such as biometric and secure document providers. I have worked with multiple biometric modalities (friction ridge, face, iris, voice, DNA) for customers in multiple countries at the national, state/provincial/regional, and local levels for both government and enterprise clients, and have also worked with secure document providers.

Here are a few examples of services that I have provided to identity firms.

- **Proposal writing:** Created five proposal letter templates to let a biometric firm’s sales staff propose two products to five separate markets. After completing the first three templates, I received this unsolicited testimonial:

“I just wanted to truly say thank you for putting these templates together. I worked on this...last week and it was extremely simple to use and I thought really provided a professional advantage and tool to give the customer....TRULY THANK YOU!”

- **More Proposal Writing:** Responded to three Requests for Information (RFIs) for two biometric firms, positioning the firms for future work from government agencies.
- **Even More Proposal Writing:** Assisted a biometric firm in responding to multiple Requests for Proposal (RFPs) and sole source letters.
- **And more...:** Created a proposal letter template for a biometric firm.
- **And still more...:** Created a Microsoft Word-based response library for a biometric firm.
- **Proposal Analyzing:** Monitored the social media activity of a biometric firm’s competition and created responsive proposal text to position the firm against its competition.

- **Proposal Editing:** Assisted a biometric firm in the final stages of an RFP response, editing its proposal both before and after its Gold Team review.
- **Strategic Marketing:** Updated customer counts and technical data for a secure document firm.
- **More Strategic Marketing:** Assisted a leading biometric vendor in analyzing its NIST FRVT 1:1 and 1:N results, providing both public information the firm could share with its clients, and private information for the firm's internal use.
- **Online Marketing:** Analyzed a biometric website and its social media channels, looking for broken links, outdated information, synchronization errors, and other problems, and provided a report to the firm upon completion.
- **More Online Marketing:** Wrote three service descriptions for a biometric consulting firm.
- **Online Writing:** Interviewed customers and wrote case study text for 14 case studies a biometric firm.
- **More Online Writing:** Wrote blog post text for a biometric firm.

Bredemarket uses a collaborative process with its clients to ensure that the final written product communicates the client's desired message. Often the client provides specific feedback at certain stages of the process to ensure that the messaging is on track. I combine the client's desires with my communications expertise to create the final written product.

Depending upon your needs, I can consult for you on an hourly basis for extended engagements or large projects, or I can offer you one of my small project packages such as my [Bredemarket 400 Short Writing Service](#) or my [Bredemarket 2800 Medium Writing Service](#).

If you are an identity firm that needs my services, [contact me](#).



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