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## **For Immediate Release: TDECU Partners with Illuma Labs for Voice Authentication**

**Lake Jackson, TX (April 29, 2021)** – [TDECU](#) is excited to partner with Illuma Labs, the leading provider of voice authentication and fraud prevention solutions for credit unions, to launch Voice Authentication to streamline Member authentication, enhance security and improve operational efficiency in TDECU’s Member Contact Center. The technology is powered by Illuma Shield, a frictionless voice authentication and fraud prevention platform from Illuma Labs.

“Our top priority is to keep Members connected to their money in a way that is not only safe and secure, but also easily accessible,” said Alex De La Cruz, Chief Growth, Strategy & Marketing Officer for \$4+ billion TDECU. “We look to fintech as a solution through our partnership with Illuma Labs to provide added security and a best-in-class Member experience.”

TDECU invests in countless resources to ensure Member experience and security are a top priority. Illuma Shield uses signal processing, machine learning and artificial intelligence to provide faster, more accurate authentication compared to the use of PINs, passwords and personal questions. The technology runs passively in the background of each call, creating an easier authentication experience for the Member, while also reducing call durations and enhancing security against fraudsters.

“We are honored to have TDECU’s continued support as we bring innovative authentication solutions to the Credit Union industry. Passive voice authentication with Illuma Shield will simplify the authentication process at TDECU’s Member Contact Center, and will help TDECU deliver on their commitments to Member experience and security,” said Illuma Labs Founder and CEO Milind Borkar.

### **About TDECU**

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 354,000 Members and over \$4 billion in assets. TDECU currently has 35 Member Centers, and offers a complete selection of convenient, innovative, and competitive products and services, including a full suite of deposit products as well as mortgage, auto and personal loan products, online and mobile banking. TDECU also offers, through its subsidiaries, retirement planning and wealth management, personal and business insurance products. Members can also access a worldwide network of over 55,000 surcharge-free ATMs. For more information visit [TDECU.org](http://TDECU.org) or call (800) 839-1154.

## **About Illuma Labs**

Illuma Labs is a credit union service organization headquartered in Plano, Texas, and delivers real-time voice authentication and fraud prevention solutions for credit unions. The flagship product, Illuma Shield, replaces traditional knowledge-based authentication practices with an effortless and secure voice biometric solution. The net result is an elevated member experience, enhanced security, and improved operational efficiency. Illuma Labs is the exclusive provider for CUNA Strategic Services and has industry endorsements in 28 U.S. states. For more information, visit [illumalabs.com](http://illumalabs.com).

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