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NEW PRODUCT INNOVATOR

*Pioneering New Features and Functionality to
Exceed Customer Expectations*

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL REAL-TIME DEEPPFAKE
DETECTION INDUSTRY*

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. TC&C excels in many of the criteria in the real-time deepfake detection space.

RECOGNITION CRITERIA	
New Product Attributes	Customer Impact
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

The Transformation of the Real-time Deepfake Detection Industry

Once dismissed as internet curiosities, deepfakes have evolved into a serious threat to enterprise communication, forcing organizations to reassess how they manage trust, identity, and real-time interaction. High-profile impersonation attempts during live meetings revealed the inadequacy of conventional safeguards, particularly in industries such as finance and healthcare, where authenticity and rapid decision-making are non-negotiable. As synthetic media becomes more sophisticated and accessible, enterprises face escalating pressure to implement detection systems that operate within the flow of communication.

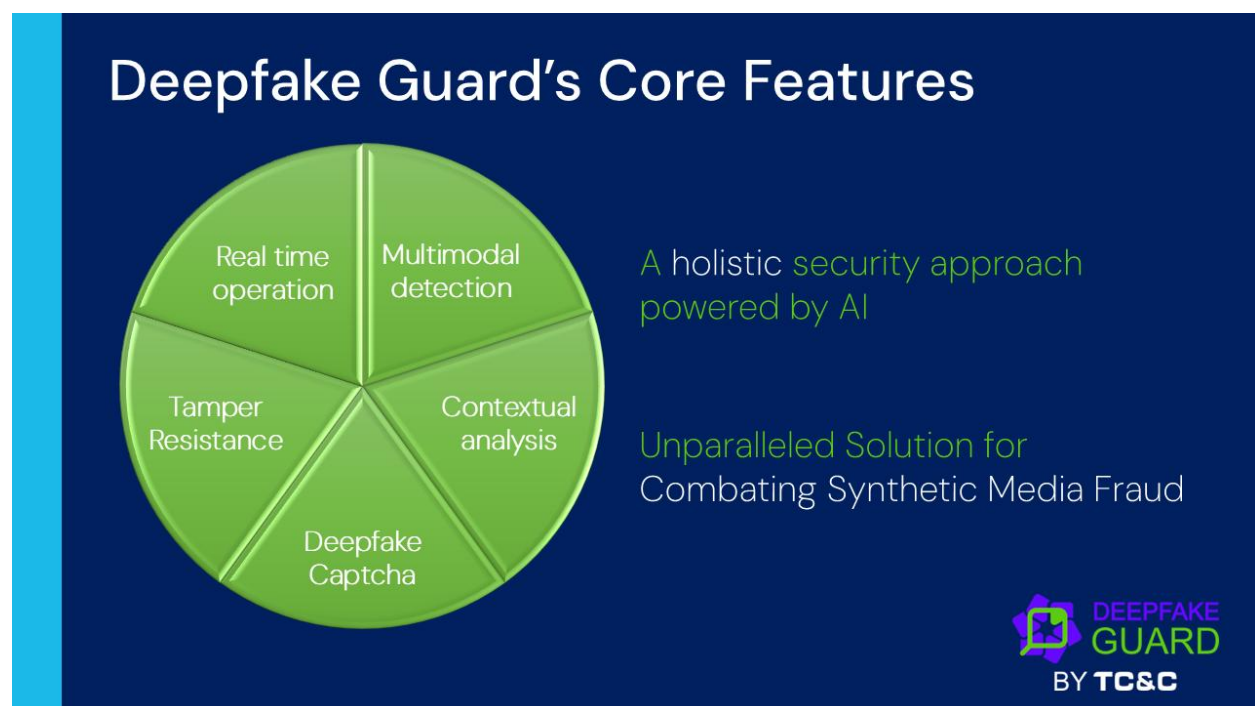
Despite this urgency, most available tools remain limited in scope. Many of the existing solutions review static content or authenticate users before a session begins, methods that fail when deepfakes occur mid-conversation. Also, deepfake detection solution vendors tend to offer either modular, single-function application programming interfaces or siloed products that fail to analyze audio, video, and text in sync. This fragmentation leaves communication channels exposed at the exact moment when organizations need robust protection. Without integrated, low-latency systems embedded directly into existing workflows, enterprise security efforts fall behind the pace of modern threats.

TC&C addresses these gaps with Deepfake Guard. Founded in 1992, the company has built its reputation on delivering secure, enterprise-grade communication solutions across global markets. Established in Hungary, the company has expanded its footprint to operate in over 50 countries, supported by a network of regional distributors, more than 100 partners, and deployments across five continents. With deep

technical expertise in compliance recording and a sustained focus on artificial intelligence (AI)-driven innovation, TC&C has consistently anticipated shifts in the communication security landscape. Its experience spans regulated sectors such as finance, healthcare, and public services, where trust and reliability are critical. This operational depth and global reach position TC&C as a trusted partner for enterprises facing the rising threat of synthetic media in real-time communications.

TC&C's Deepfake Guard: Redefining Enterprise Security in the Age of Synthetic Media

Deepfake Guard delivers real-time, enterprise-grade protection against the rising threat of AI-generated impersonation in live communications. The platform performs synchronized analysis of audiovisual and textual signals, identifying potential deepfake-related fraud during active interactions—rather than after the fact. At the core of the system is the **DFG Analysis Engine**, which evaluates both the content and context of conversations, continuously comparing ongoing communication streams against known fraud patterns. It interprets linguistic intent, emotional tone, and behavioral cues, correlating these with typical attack vectors to detect suspicious activity. Based on the analysis, the **Feedback and Alerting Engine** provides real-time, preventive feedback to users and stakeholders. It offers embeddable interfaces for user devices (e.g., mobile phones, PCs, trading turrets) and sends notifications across multiple channels to signal current threat levels and support fast response. When potential deepfake activity is detected, the system can escalate intervention by activating the proprietary **Deepfake Captcha Engine**, which prompts the remote speaker to complete a short, dynamically generated authentication challenge. This step further increases detection accuracy and adds an additional layer of protection. Deepfake Guard integrates natively with Microsoft Teams, Zoom, Cisco Webex, and TC&C's proprietary compliance stack, enabling seamless deployment within existing communication workflows. It supports flexible deployment across cloud, on-premises, and mobile environments to ensure consistent, uninterrupted protection regardless of infrastructure.



Deepfake Guard emerged from direct operational demands rather than hypothetical market assumptions. TC&C embedded product development within continuous field engagement cycles across banking, healthcare, and customer service sectors, which have acute exposure to synthetic fraud and stringent compliance mandates. The inputs acquired from these engagement cycles shaped detection logic, interface accessibility, and system compatibility. TC&C further validated market alignment by offering forensic media audits and unrestricted trial access, enabling organizations to evaluate threat coverage and integration viability prior to investment.

Additionally, TC&C ensures uninterrupted performance under high-volume, low-latency conditions through deliberate architectural design. Engineers segmented the processing pipeline into asynchronous

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-Elka Popova
Research, Vice President

stages, reducing congestion and enabling parallel evaluation across all media types. Each layer caches intermediate outputs to eliminate redundant computations and reduce total inference time. The system adjusts inference workloads to the computing environment, whether graphics processing unit-intensive or central processing unit-bound, maintaining throughput consistency across multiple hardware. TC&C supports Kubernetes-based implementation on Amazon Web Services and Azure while preserving infrastructure-

agnostic design, enabling enterprise clients to maintain sovereign control without compromising reliability. Current deployments sustain full-day operations across active contact centers without latency accumulation or a drop in detection fidelity.

Furthermore, the company incorporates strict validation protocols to sustain detection precision under adverse conditions. Internally, its research and development teams simulate synthetic attacks using state-of-the-art generators, codec distortions, and cross-channel masking techniques. Before release, each new model enters a silent production environment, where analysts monitor false positives, model drift, and performance degradation without exposing end users. The system assigns a confidence score to each flagged interaction and includes annotated signal traces, enabling security teams to conduct transparent and reproducible audits. Clients operating in regulated industries depend on these outputs for evidentiary purposes, reinforcing Deepfake Guard’s value as both a detection engine and a verification asset.

Most tools on the market focus on static content review or identity pre-verification, which can miss dynamic threat scenarios such as synthetic voice manipulation during live calls. Deepfake Guard addresses this gap by detecting and neutralizing active impersonation at the point of transmission, reducing reliance on post-event forensic analysis. Its integration with frontline communication tools enables real-time threat interception without introducing user friction or requiring system reconfiguration. TC&C has designed the platform with a focus on protection rather than passive monitoring, embedding Deepfake Guard as an integral part of enterprise communication infrastructure. In a threat environment increasingly driven by speed, scale, and automation, this design supports a more proactive and resilient defense posture.

Seamless Support and Enduring Trust at Enterprise Scale

"TC&C has designed the platform with a focus on protection rather than passive monitoring, embedding Deepfake Guard as an integral part of enterprise communication infrastructure."

-Ana Dominguez
Best Practices Industry Analyst

TC&C prioritizes a customer service model that combines global reach with localized expertise, ensuring clients receive prompt, personalized, and high-quality support. By partnering with regional distributors and maintaining dedicated key account managers, TC&C provides clients with direct access to knowledgeable professionals familiar with local regulatory environments and operational contexts. This structure eliminates common delays associated with centralized support systems, allowing for swift issue resolution and seamless integration processes.

Furthermore, TC&C provides 24/7 global escalation support, ensuring that complex technical challenges receive immediate attention from specialized engineers, thereby minimizing downtime and maintaining operational continuity.

To further enhance the customer experience, TC&C implements proactive engagement strategies that anticipate client needs and foster continuous improvement. Structured onboarding processes, including joint planning sessions and tailored training programs, equip clients with the necessary tools and knowledge to maximize the platform's capabilities. Regular performance reviews and feedback loops allow TC&C to adapt solutions in response to evolving client requirements, ensuring sustained alignment with business objectives. Additionally, resources such as multilingual documentation and interactive tools, including the "Deepfake Investigator" game, empower users to deepen their understanding and proficiency, reducing reliance on support channels and promoting self-sufficiency.

TC&C's commitment to excellence has cultivated a strong brand reputation characterized by trust, reliability, and innovation. Clients such as Erste Bank and OTP Faktoring have not only adopted TC&C's solutions but have also expanded their usage over time, reflecting deep satisfaction and confidence in the brand's offerings. By involving clients in product development cycles, beta testing, and advisory boards, TC&C fosters a sense of partnership and shared purpose, reinforcing loyalty and long-term engagement. This collaborative approach ensures that the company's solutions remain responsive to real-world challenges, further solidifying its position as a trusted leader in the industry.

Through its unwavering focus on delivering exceptional customer service and fostering meaningful client relationships, TC&C has established a brand defined by reliability and forward-thinking innovation.

Conclusion

TC&C has set a new benchmark in enterprise communication security and compliance by delivering a real-time, multimodal detection platform that neutralizes synthetic media threats as they emerge. Through deep integration with frontline tools and infrastructure-agnostic deployment, Deepfake Guard enables immediate, scalable protection without operational friction. The company's customer-centric approach, anchored by localized expertise, 24/7 escalation support, and proactive engagement, ensures a seamless and strategic service experience. Its collaborative development model, trusted client partnerships, and consistent execution have cultivated lasting loyalty and positioned TC&C as a category leader in secure enterprise communications.

For its strong overall performance, TC&C is presented with Frost & Sullivan's 2025 Global New Product Innovation Recognition in the real-time deepfake detection industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the New Product Innovation Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

