



# Staying ahead:

High stakes testing in a  
fast-moving world

 Cheating  
isn't new.....



# > The modern top 4 threats in exam security

- 01 Identity fraud
- 02 Exam harvesting
- 03 Inappropriate use of assistance/technology
- 04 Plagiarism

# Table Discussion

In your tables discuss the following questions: (10 mins)

- **What are your current biggest security concerns in the admissions process?**
- **How are you currently addressing these security concerns?**
- **Are there specific security issues you face with all language test results?**



# Technology

# › Technology Landscape

- › Technology has consistently served as a **strategic competitive advantage, driving our global expansion**
- › **One-stop technology ecosystem, without third-party dependencies**
- › A team of **200+ committed professionals**, bringing deep expertise in **Software Development, Data & AI, Information Security, and Digital Experience**
- › **A to Z proprietary technology systems, embedded** across **all operational stages**, including qualification development, exam delivery, online proctoring, and certification
- › **Secure, scalable, innovative** and capable to **support regulated and non-regulated environments, such as UKVI & TfL**
- › **The Enterprise Project Management Office (EPMO)** ensures strategic execution, strong governance, and cross functional alignment
- › Business growth through automation, data intelligence, and **agile delivery with 40+ releases per year**
- › **Continuous talent development** through our **Technology Academy**

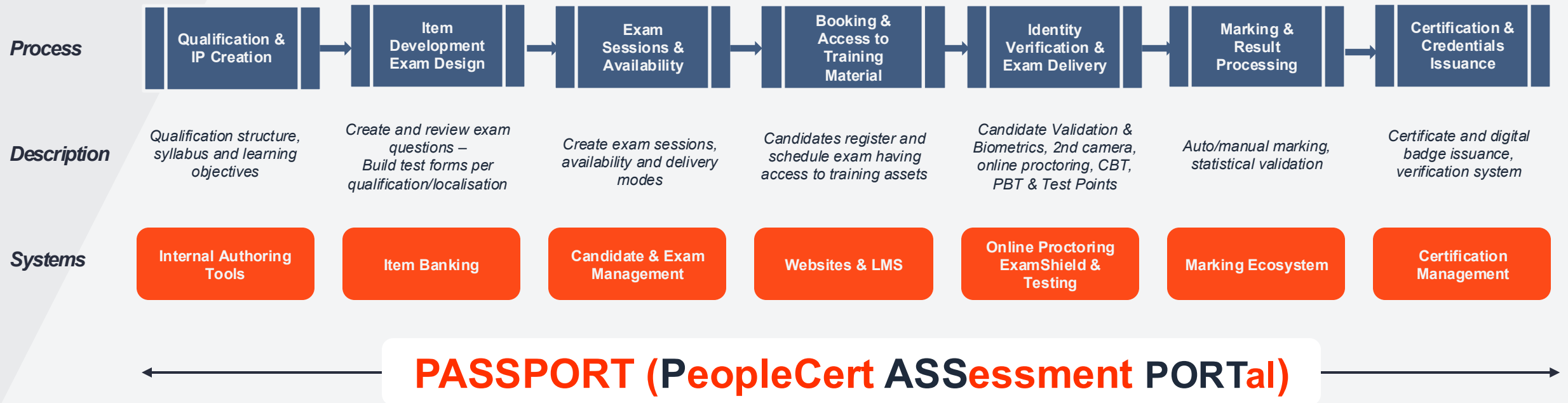


# Technology Excellence


- › **In-house development of core systems**, ensuring full control, innovation, and independence
- › **Long-term investment** in all proprietary systems (**2,000+ human years** development of core system)
- › **Experienced Business Analysts** and **System Architects** with **deep industry expertise**
- › **Leverages a unified technology ecosystem** to support **all delivery channels and requirements**, including **Online Proctoring, Computer-Based & Paper-Based Testing, and a Global Network of High Stakes Test Centres (HSTCs)**
- › **Modular architecture** to rapidly adapt to new business models, regional needs, or product lines
- › **Strategic partnership with Microsoft**, enables **best-in-class solutions**, across both infrastructure and business applications
- › Fully aligned with **PRINCE2 and ITIL Global Best Practices** for project and service management
- › **Loyal and committed leadership team**, with an **average tenure of 12 years**

# >Technology is fully embedded within Operations

Offering a superior competitive advantage and an A to Z offering to our ecosystem







# Preventing & Managing Malpractice in High Stakes Testing



# Some of the tools at our disposal..

## Test design & Development

- Answer Shuffling (to combat answer key memorisation)
- Exam question shuffling
- Item creation & refresh strategies

## Registration:


- Exam taking Policy
- Ability to block & ban, plus ability to identify same candidates attempting to create new profiles ('Fuzzy profiles')

## Test day:

- Humans in charge, trained in using cutting edge technology:
  - ✓ Identification of Remote Access Software and 2nd monitors
  - ✓ On-screen real time alerts for OLP Proctors including alerts when detecting conversational AI bots e.g. Siri
  - ✓ Identification of unique machine key & frequency of use.
- Know Your Customer (KYC) technology
- ExamShield software lockdown functionality
- Two cameras for enhanced live monitoring of candidates throughout the test session
- **New!** NFC ID document verification – introduced March 2025

## Post test

- Exam footage recorded and retained
- Test day photographs – appear on the candidate's Statement of Result – [Verify all results online](#)
- Similarity Detection Tool
- Reports to identify:
  - ✓ Keystroke speed
  - ✓ Spell check errors
  - ✓ Number of times similar detected paragraph is used within a rolling period of days
  - ✓ Time of reading questions vs answering
  - ✓ Total Exam time vs net Exam time
  - ✓ Days between any change of result

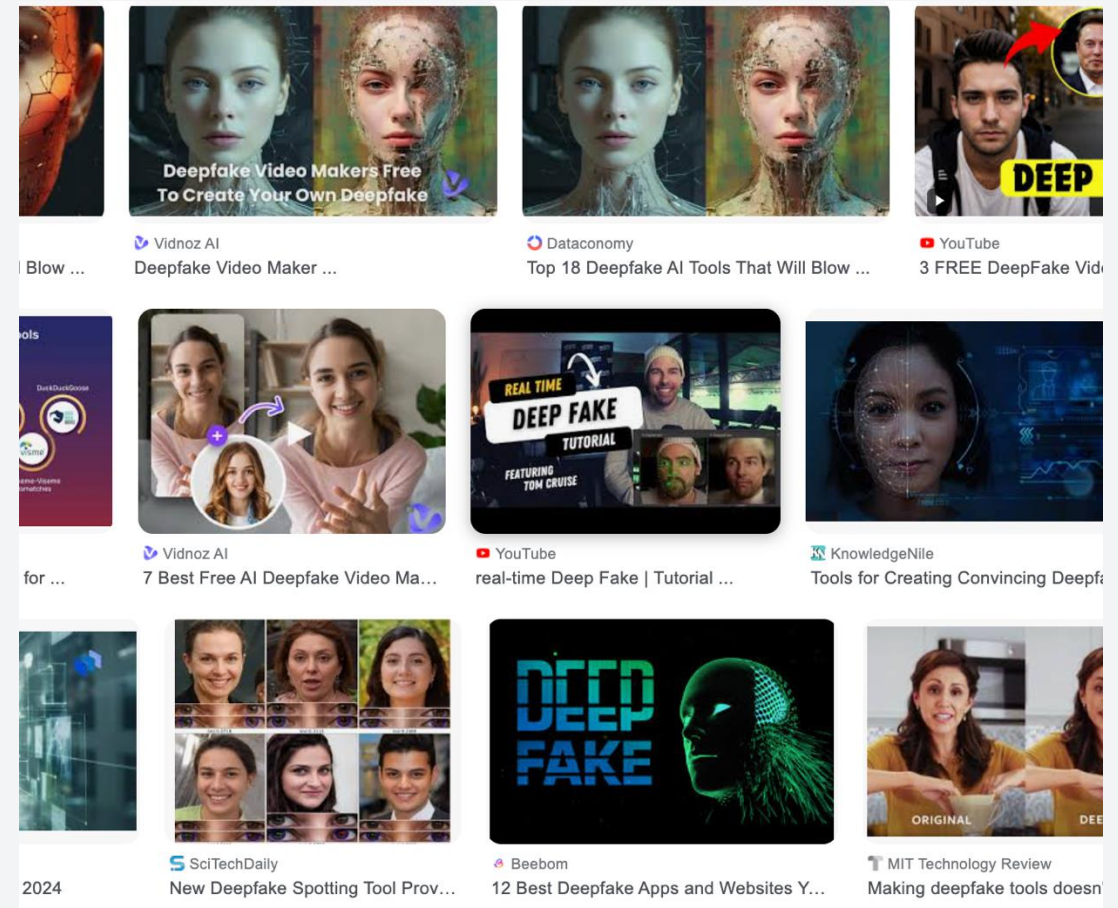



# Deep Fake Fraud Attempts in OLP



# What is Deep Fake Technology?

Use of generative AI and machine learning to create convincing and often deceptive fake videos, audio recordings, or other digital content.





How do we  
combat these  
challenges?



# >Our KYC Technology

We apply our KYC solution **in addition to human identity checks**, enabling us to have:

- Live, automated validation of the characteristics of each candidate's registered identity document against a global database of thousands of official documents.
- Automated verification - the candidate presenting is a live person, and not a virtual representation or avatar.
- Digital biometric assessment of the **candidate's face** against the ID photograph, and against a database of previous test takers (to prevent a person taking the test under multiple identities).
- ID document verification with NFC technology through the ExamShield Mobile app.
- Digital biometric assessment of the presenting **candidate's voice** against a database of previous test takers identified as potential or actual imposters (currently in development)
- Technology ensures personal data shared during registration is handled securely, enhancing trust in the testing process.
- Transparency for candidates with clear information about ID requirements and verification processes. This deters individuals from trying to circumnavigate it when attempting to test using fraudulent means



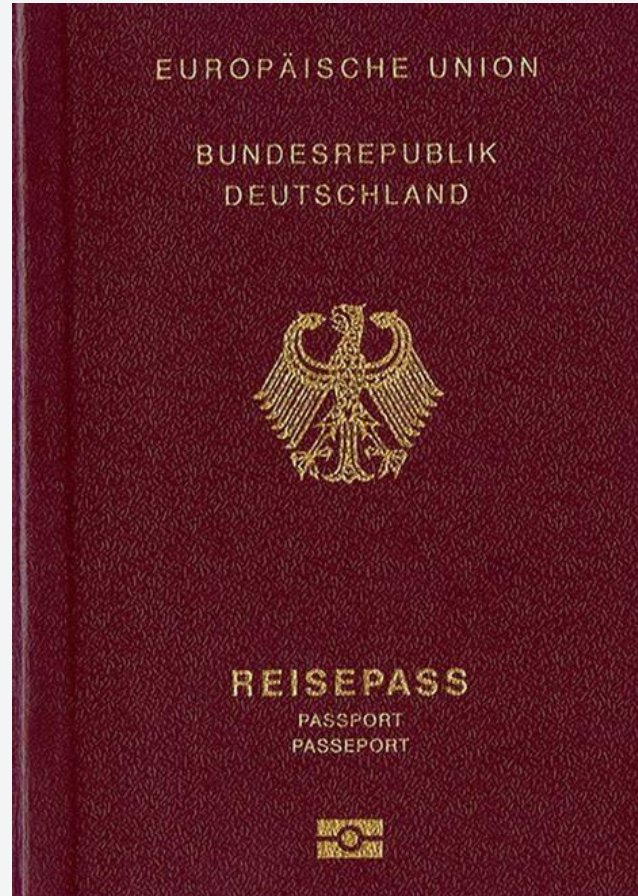
# > NFC ID verification

## NFC (Near-Field Communication) technology

- > allows devices like phones and smartwatches to exchange small bits of data with other devices and read NFC-equipped cards over relatively short distances.

## NFC chip scanning

- > allows access to data stored within the ID document's NFC chip: photograph, name, last name, date of birth.



## ExamShield Mobile





# Enhanced monitoring: 2nd camera

## Primary camera

- › Allows monitoring of the candidate's face, movements and actions.



## 2nd camera

- › Offers constant real time monitoring of the candidate's keystrokes and computer screen content.



# > Our Similarity Detection Tool

- Offers a sophisticated, automated solution.
- More accurate and efficient than traditional methods, scanning writing tasks against a database to detect similarities.
- Uses broad application and sophisticated algorithms.
- Applicable to computer-based exams (classrooms and OLP). Advanced algorithm computes similarity scores using an AI approach that understands context rather than relying solely on exact word matches.
- Generation of detailed plagiarism reports, ensuring that feedback to human markers and chief examiners is timely and effective.
- Produces high accuracy and almost real-time analysis capabilities. Fast scanning and analysis of submissions, returning results within seconds to minutes (depending on size of data analysed). Immediacy is crucial for maintaining integrity and credibility of the academic process and the qualifications we award.
- **Final outcomes, observations and judgements are made by a human.**
- Regulators are clear that AI outcomes must not be used alone. Human judgement must be used as well.

# Questions & Discussion