

FROM A PROPOSAL TO A HAPPY MARRIAGE

ONBOARDING DIGITAL SERVICE PROVIDERS
TO **MOBILE CONNECT**

- VP of Sales Engineering
- Long history in telecom industry
- Participation in standardization efforts



KEITH UBER



ABOUT US

GlobalSign is an identity services company providing cloud and on-premise IAM and PKI solutions for Enterprises needing to conduct safe commerce, communications, content delivery and community interactions.



- Over 5000 Global partners
- Over 30 000 Customers
- 300 000 Companies use our IAM technology each month
- Over 10 years of experience in Identity and Access Management

AGENDA



SEEKING THE RIGHT PARTNERSHIP(S)

Mobile Network Operators and Digital Service Providers
finding each other



A PROPOSAL YOU CAN'T REFUSE

What will be the proposal for the Digital Service Provider
that is too good to pass



GROWING TOGETHER

Mobile Connect and Identity and Access Management
can provide growth paths for both the Mobile Network
Operator and the Digital Service Provider



MOBILE PKI

From the early days of Mobile PKI in 2007. Native ETSI MSS support



eGOV

e-Government identity & authorization management portal. 82 online services have connected to Katso.



STANDARDS

GlobalSign has been participating in the standardization of IAM and PKI protocols for years



FEDERATION

Our technology is used in large scale federation networks linking dozens or hundreds of organizations



WE'VE BEEN THERE



CHICKEN & EGG - IS THIS A PROBLEM?

Digital Service Providers are launching online services to mobile subscribers; MNOs have millions of subscriber IDs –
How does Mobile Connect bring them together?

CHANGE RESISTANCE - NEW TECH?



Digital Service Providers have already designed online services with existing standards in mind. They may be reluctant to adopt emerging standards, such as Mobile Connect. MNOs need to “court” Digital Service Providers with education, setting the example, and making the integration as easy as possible.

THIS IS NOT A
TECHNOLOGY
ISSUE

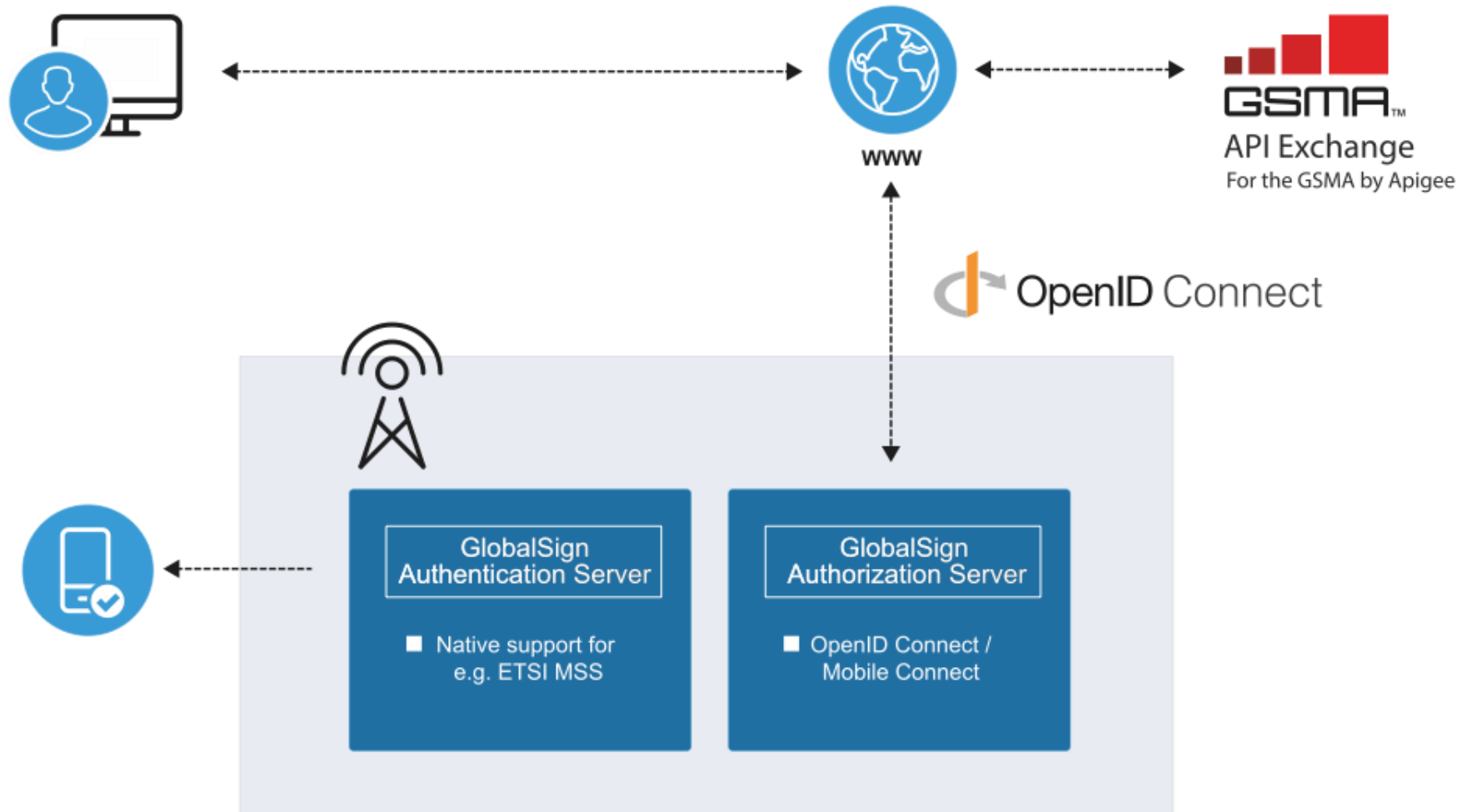


- IT'S A
BUSINESS
OPPORTUNITY

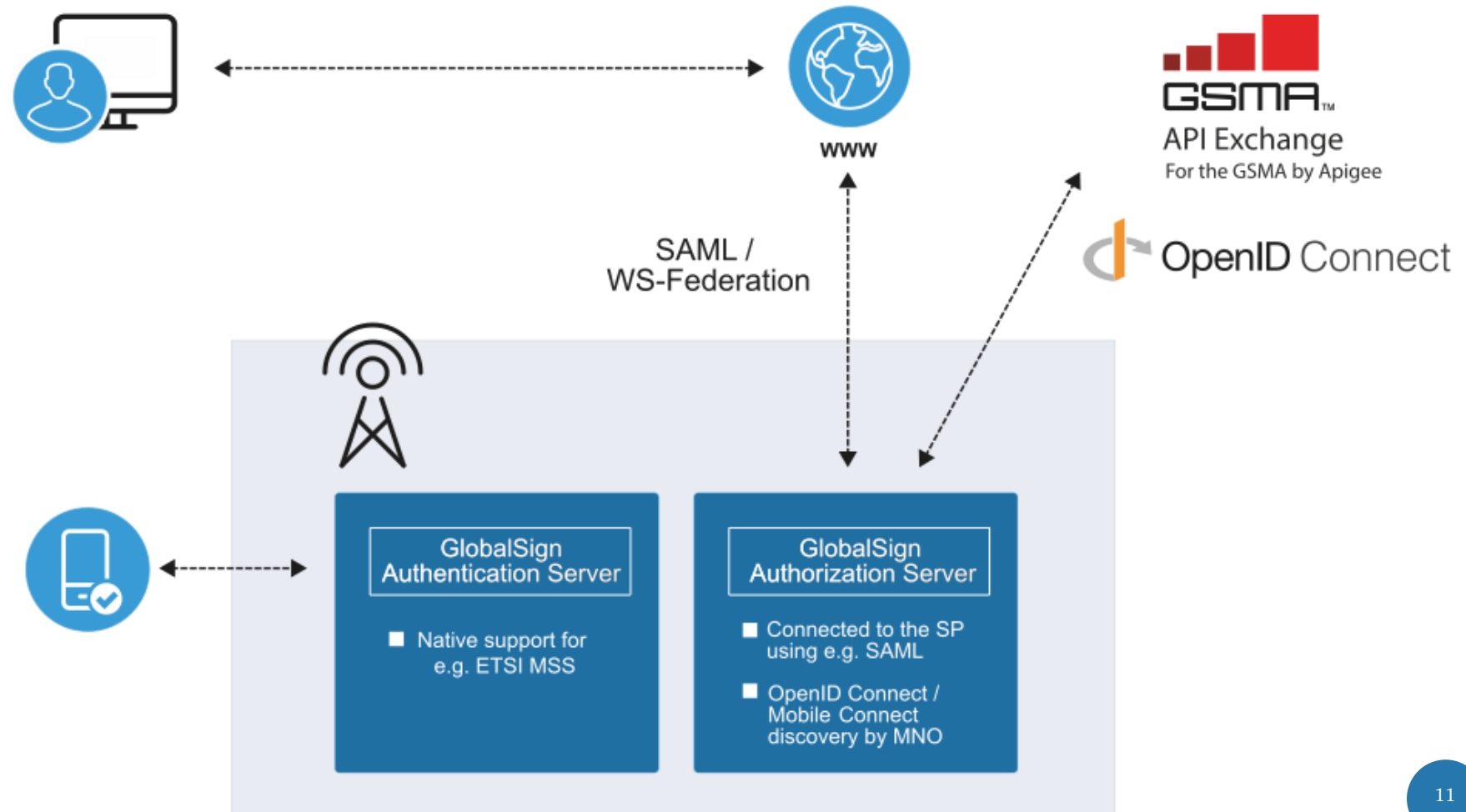
CHOOSE THE RIGHT ONE FOR YOU



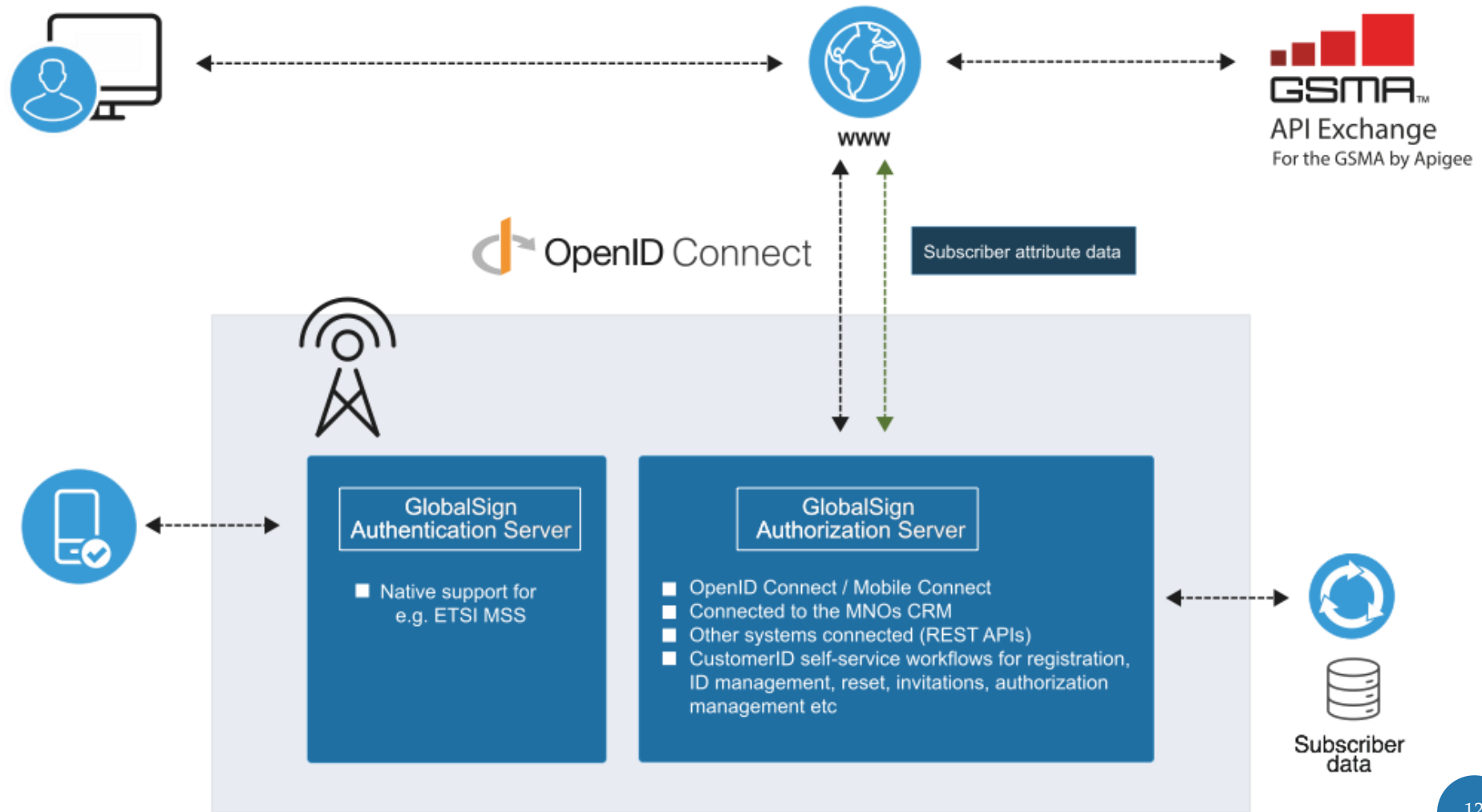
THE FIRST DATE



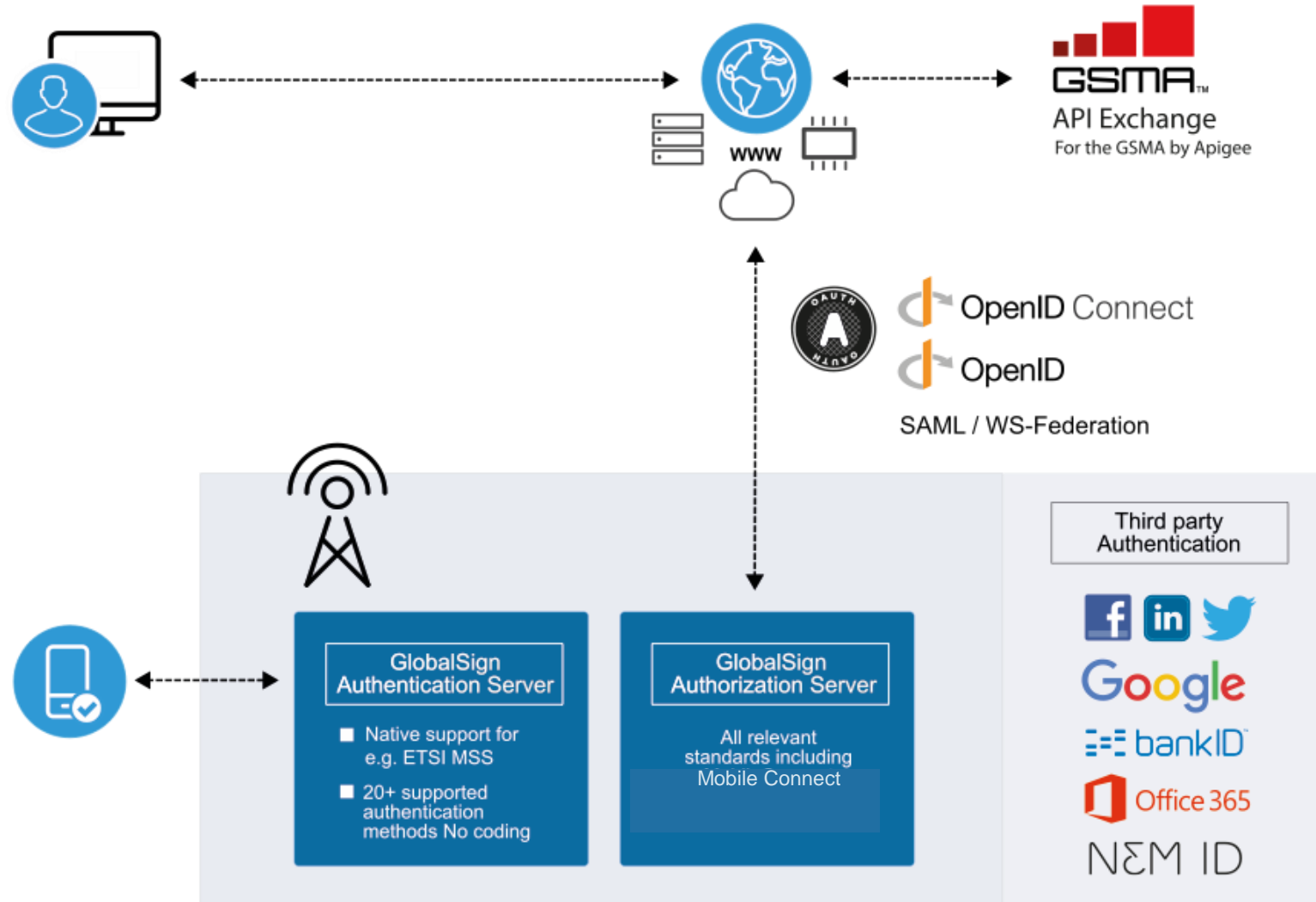
HARD TO GET?



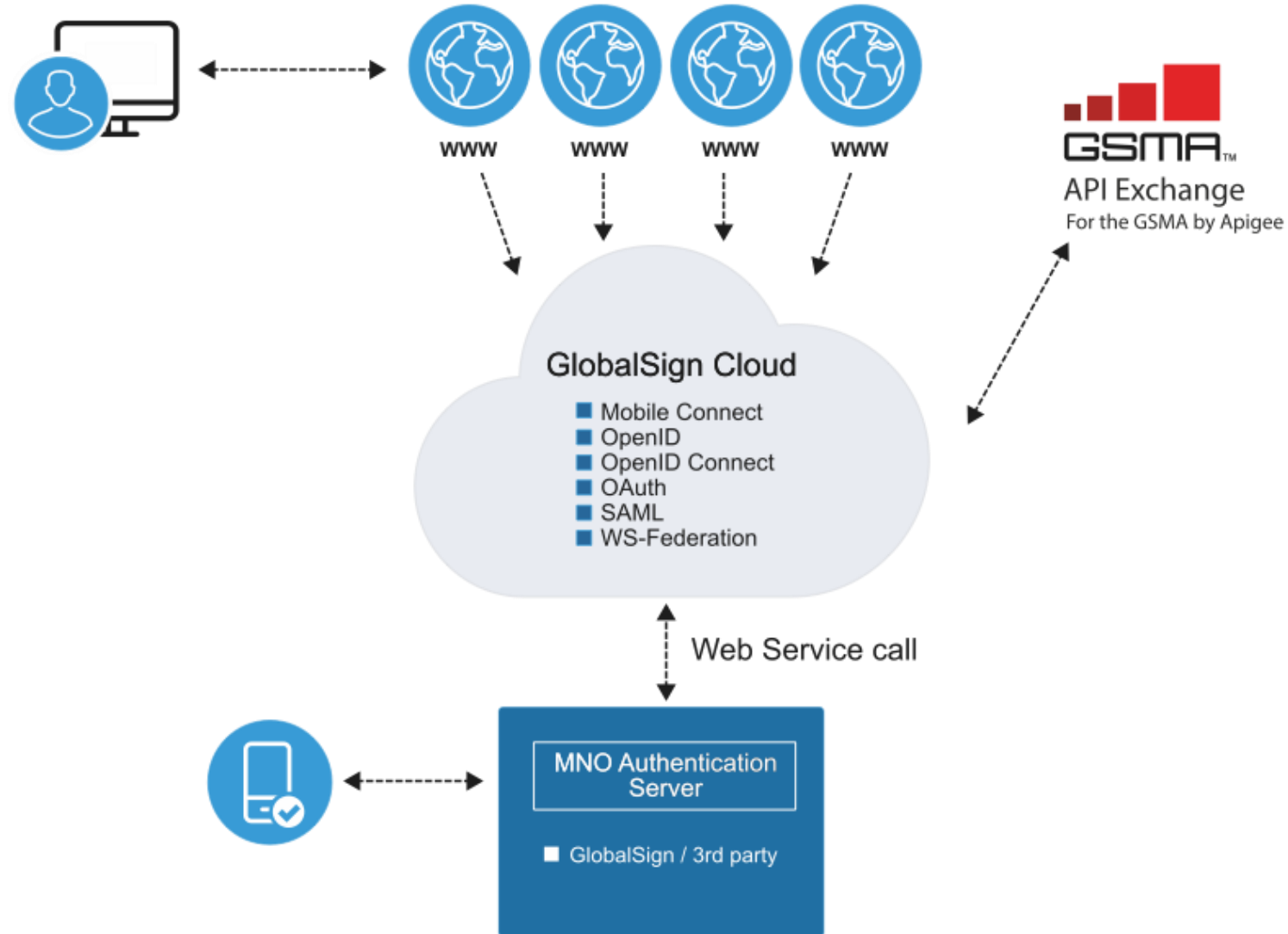
ENRICH THE RELATIONSHIP



FLOURISH



ONLINE DATING



BENEFITS



IT'S EASY

Infrastructure products can be used to enable Mobile Connect in a matter of weeks



USERS LOVE IT

No more passwords. No more tokens. One identity – multiple services. Increase loyalty.



GROWTH

Reduced churn and new business customers from digital service providers. New business opportunities.



IT'S EASY

Multiple standards are available to integrate the online services to Mobile Connect



USERS LOVE IT

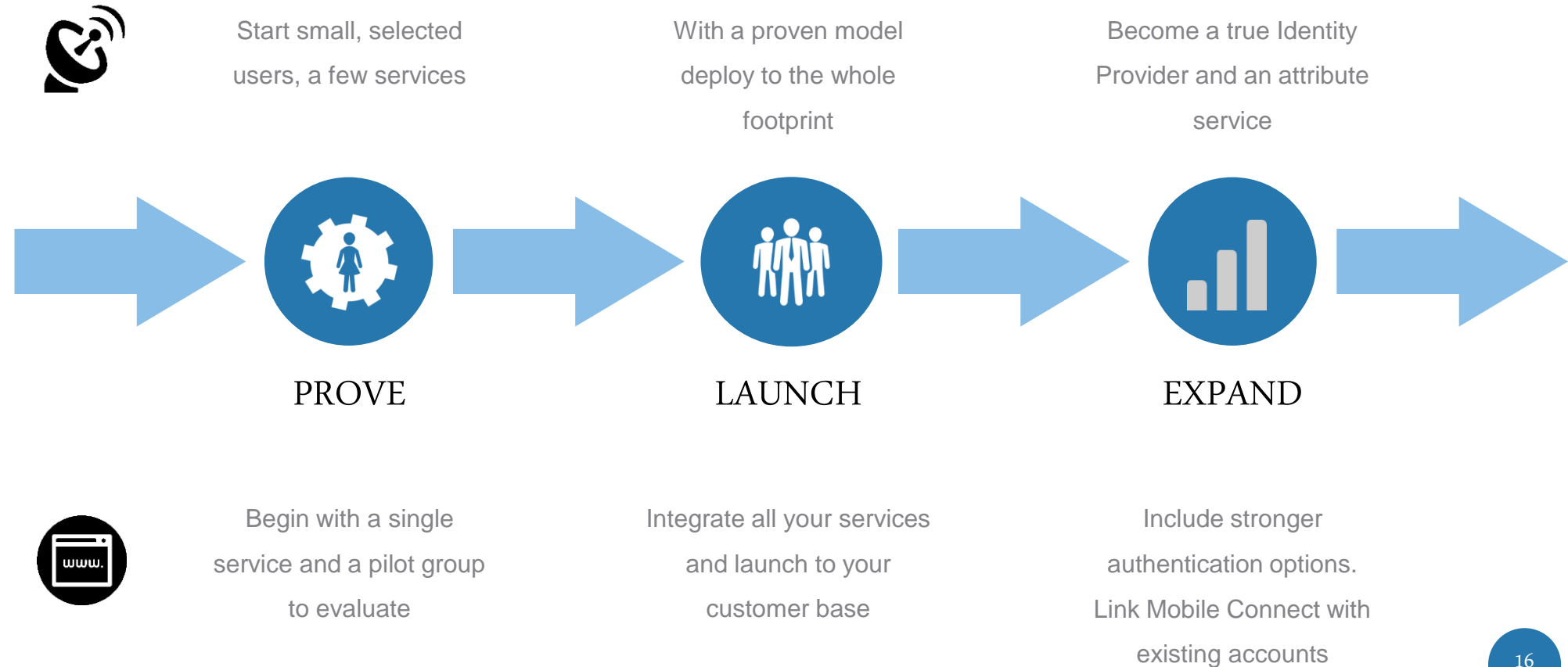
No more passwords. No more tokens. One identity – all your services and partner networks. Improve usability.



GROWTH

New customers for the digital service provider leveraging operator subscriber identities. Easier conversion.

THE RIGHT WAY



BUSINESS MODEL



SERVICES

Subscription model for
digital service
providers

Monthly /
Per user /
Per transaction /
Free



ATTRIBUTES

Digital service
providers can query
additional attributes
about a user.



LoA

Stronger authentication,
step-up, and confirmation
with LoA3 and LoA4



CLEAR

Transparent and clear
pricing models for online
service providers

AND THEY LIVED HAPPILY EVER AFTER



MUTUALLY BENEFICIAL

Both the Mobile Network Operator and the Digital Service Provider will benefit from the relationship



COMPETITIVE EDGE

Ease of use, security, convenience and overall smooth customer experience will give you a competitive edge



GROWTH

It's not just authentication. Mobile Connect will help both sides know their customers better. A single identity can create new business opportunities, increase conversion and reduce churn.



Questions?

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Information

GlobalSign, founded in 1996, is a provider of identity services for the Internet of Everything (IoE), media trust to enable safe commerce, communications, content delivery and community interactions for billions of online transactions occurring around the world at every moment.

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