



# GSMA Mobile Connect in Telenor

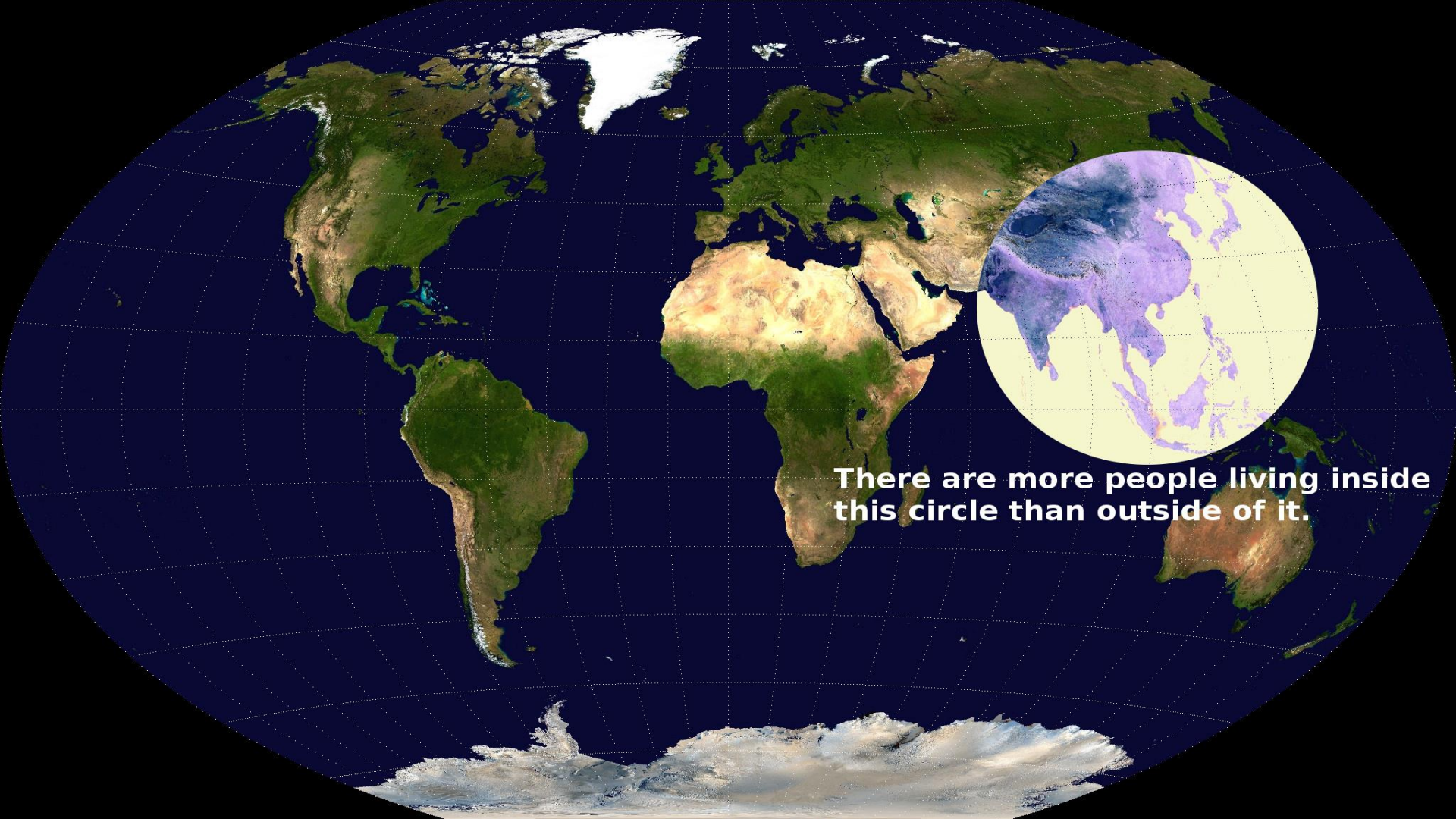
Sven Størmer-Thaulow | SVP Global Scale



# Telenor Group at a glance

- Among the major mobile operators in the world with more than **192** million mobile subscriptions
- Present in markets with **1.3 billion people** with **33 000** employees
- A growth company and a retail operator, with the main share of revenues coming from **communication and connectivity** services
- Focus on providing customers with **new digital services** to take new positions in the services space and strengthen existing positions





**There are more people living inside  
this circle than outside of it.**



Get to know our  
customer



# Authentication as a showstopper

Insight from a recent study of Indonesian immigrants in Malaysia:

- All participants had Facebook accounts, but only 25% had created the accounts themselves
- 60% had limited or no knowledge of a verification code
- *“I don’t understand. I heard the SMS. Then what do I do?”* - Feature phone user



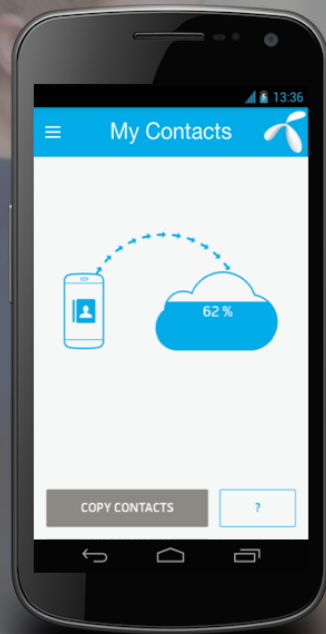




## Norway

- #4 with highest internet penetration globally (95%)
- 84 % of the population have a smartphone, 63 % have a tablet
- 60 % of all internet traffic is done via a tablet or smartphone device
- Over 50 % of kids age 3-11 uses internet daily
- 45 % shop online, and 4 out of 10 uses financial services over their smartphone (money transfer, mobile payment, etc)

# Users are looking for convenience in all countries



Manual  
log-in

Drop-out

30 %

Throughput

70 %

Automatic  
log-in\*

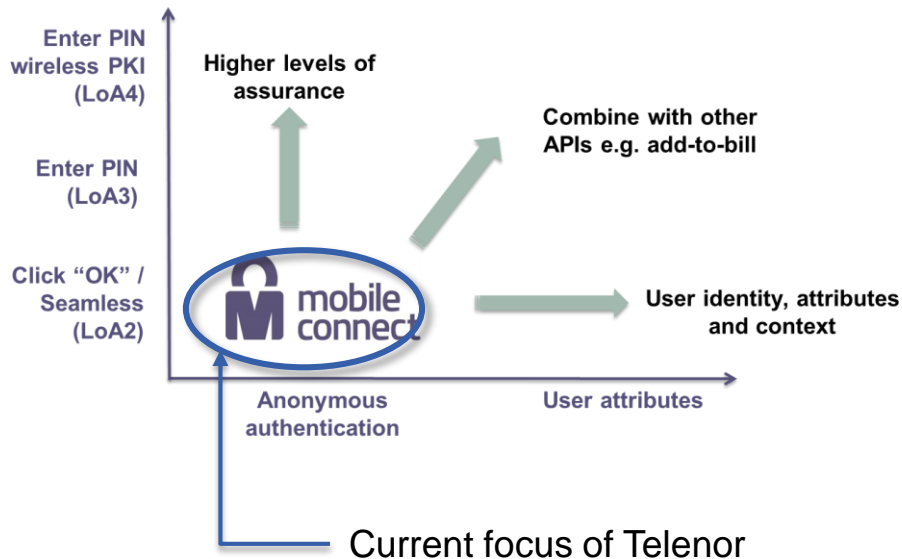
6 %

94 %

\*) Header injection

Android users in Norway in the time period: Jan 1- Sep 1, 2015

# Telenor focuses on reducing friction by offering seamless authentication



Mobile Connect provides **simple, secure** and **convenient access** to online services without the need to remember multiple usernames and passwords

Deliver seamless, anonymous authentication to:

- Eliminate consumer frustration
- Reduce abandoned transactions
- Drive more repeat business on the services the end-user want to consume



# Mobile Connect aim to provide benefits for services providers and supports a mobile centric strategy



**More frequent log-ins** by removing passwords while improving security



**Reduce fraud** through assurance that there is as real person behind the account



**Access to other operator APIs** such as direct operator billing, financial services and other sources of funds, communication APIs (SMS), geo localization, etc.\*



Potential to provide additional **customer insights** by receiving a persistent, unique, User ID across any device used by the same user\*

# Status roll-out Mobile Connect

- Telenor is about to start beta trials in six Asian countries
- Europe to follow
- So far we have gained a lot of experience through alpha trials with selected partners



# We offer SPs an easy way into Mobile Connect and to join us developing an extended offering

Do you have a relevant service and interest in trying out secure Mobile Connect? Get in touch!

Telenor is planning deployment in all our markets – we welcome Service Providers to join us!

We support with:

- Onboarding discussions
- Scoping and Planning
- Technical Support (code templates, facilitation, testing)
- Publicity

Staged model:

- Limited trial first (selected users, basic functionality)
- Commercial launch based on evaluation of trial

Interested? Please contact **Arild Haugen**  
email: [Arild.Haugen@telenor.com](mailto:Arild.Haugen@telenor.com)  
Phone: +47 9077 2812



Questions?





**Sven Størmer-Thaulow**

SVP Global Scale, Telenor

Phone: +47 952 80 477

Email: [sven@telenordigital.com](mailto:sven@telenordigital.com)

Thank you

