



A new standard in digital authentication

mobileconnect.in

NOW AVAILABLE TO OVER
800 MILLION CONSUMERS IN INDIA

Private

No data shared without
explicit consent

Convenient

Seamless consistent and
simple log-in experience
across all providers
across any device

Secure

Authentication via trusted
operators over secure
regulated networks





Available on any device e.g. mobile, tablet, laptop or pc

Combining the user's unique mobile number and optional PIN to verify and authenticate the user

Providing simple, secure and convenient access to online services

A mobile operator facilitated authentication service



Authenticate with Mobile Connect

The goal of authentication is to prove that a user is the one they claim to be using the following authenticators:

"Something I have"

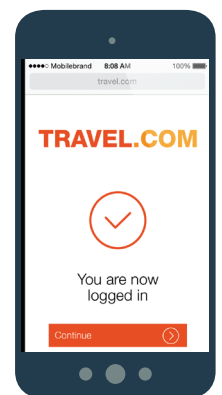
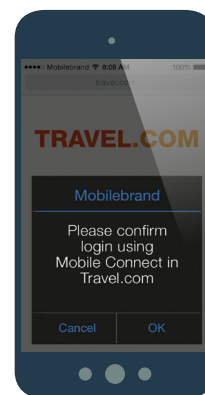
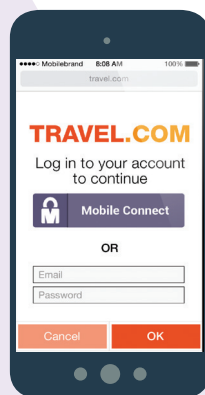


"Something I know"

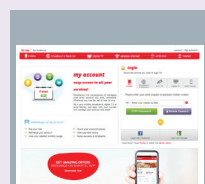
Please enter your pin



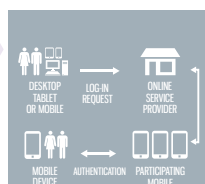
"Something I am"



HOW IT WORKS



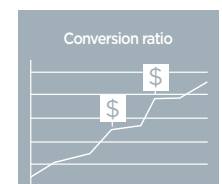
Websites and apps implement the Mobile connect button enabling end users to authenticate themselves



End user elects Mobile Connect to Log-in to a website. Mobile Connect authenticates the end user by sending a prompt to their mobile device and sends a request to the service provider. The service provider enables access to the website.



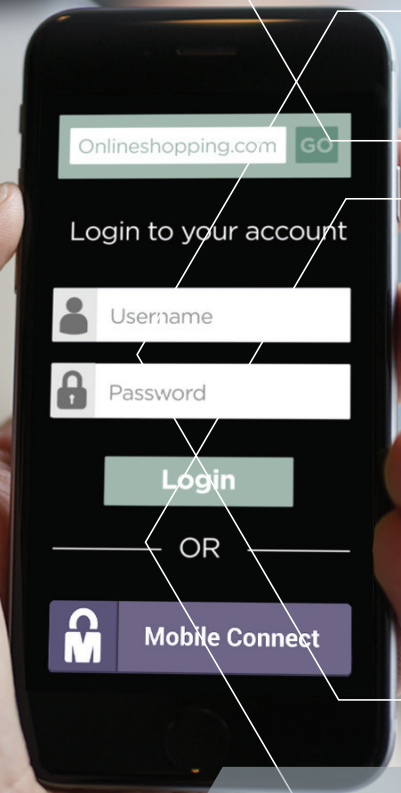
Simple, seamless log-in experience for end user



Increased conversion for the service provider

Verifying customers' phone number is crucial...

- Mobile phone numbers are increasingly replacing email ID as the unique user identifier
- Mobile remains the main channel through which businesses communicate with their users helping with security and customer account recovery
 - Some services are regulated to record customers' phone numbers
- Developers gain trust in verified numbers
 - Currently, phone number verification is done using SMS-OTP which is cumbersome and insecure
- Mobile Connect delivers this verification in a much simpler yet highly secure manner



Number validation using SMS-OTP is challenging

For the Consumer

Convenience

- A disconnected user experience
- Latency in delivery of OTP
- Lengthy and frustrating process
- User goes away from primary content
- Time out
- Toggle between apps

Privacy

- Code visible on home screen
- All SMS are read by most of your favourite apps

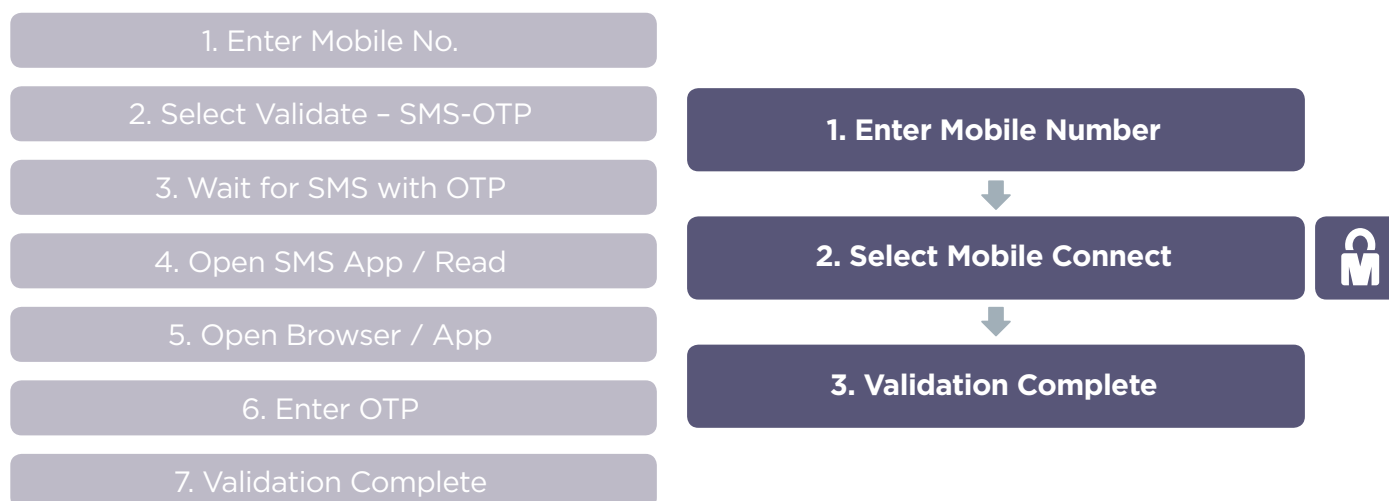
Security

- A rogue app stealing OTP/OTCs

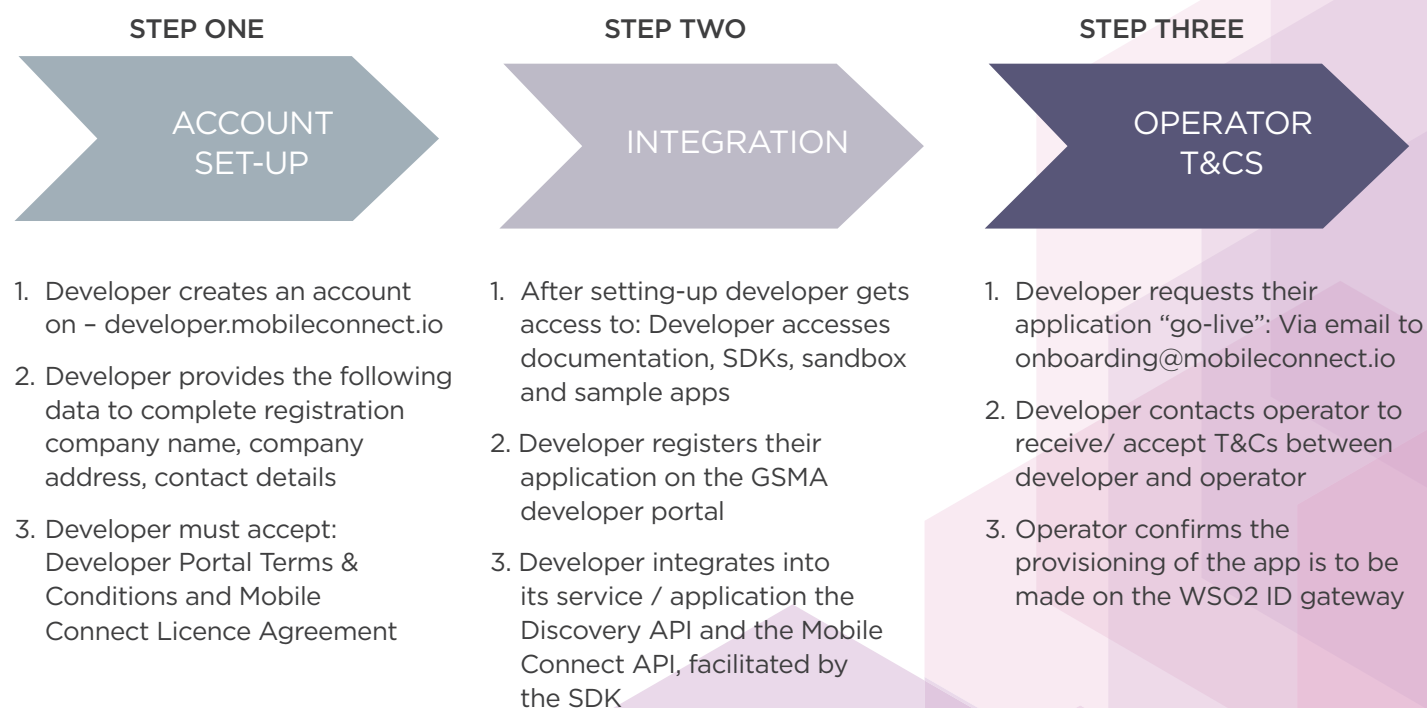
For Merchants/App Developers

- User experience is paramount
- Friction reduction is key
- Security without compromising experience
- Increase in cost of acquiring consumers
- Revenue opportunity loss
- Extra costs for handling OTP
- Wi-Fi drop offs and hotspot availability

SMS-OTP vs Mobile Connect – Number validation flows



Service Provider / Developer on-boarding



Search: Mobile Connect



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