

Mobile Connect: How global brands are protecting consumers and reducing fraud

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A mobile operator facilitated digital identity solution

- **Simple, secure and convenient** access to online services
- Combines the user's unique mobile number and optional PIN to:
 - **Authenticate** users online
 - **Authorise** digital transactions
 - **Verify** identity
- Available on any device, anywhere

Convenient

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

Secure

Authentication, authorisation and identity verification over regulated networks

Private

No data shared without explicit consent

The value of Mobile Connect



Builds Trust in digital services



Improves customer insights



Protects user privacy and reduces fraud



Drives user loyalty and unlocks potential new digital revenues



E-commerce



Parental Control



Government



Banking



Retail



Travel & Hospitality

51 operators launched in 29 markets

3bn

...enabled users
world-wide

67m

...Mobile
Connect users...

16m

...active users



Correct as at February 2017

A woman with long brown hair, wearing a dark jacket, is looking down at her smartphone with a smile. The background is a blurred cityscape at night with bokeh lights from a bridge or streetlights.

THANK YOU

A horizontal bar at the bottom of the slide, divided into three segments of equal length: purple, orange, and blue.