

Mobile Connect: Delivering global mobile identity services

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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

Mobile Connect is a range of services for digital transactions

Authentication

Simple and globally ubiquitous **log-in**



authenticate



authenticate plus

Authorisation

User **authorisation** of SP requests



authorise



authorise plus

Identity

Assertion of user **identity**



phone number



sign-up



national ID

Attributes

Insights about the user, device or transaction



KYC match



account takeover protection



verified MSISDN



Helping users manage their identity across their **digital footprint**

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

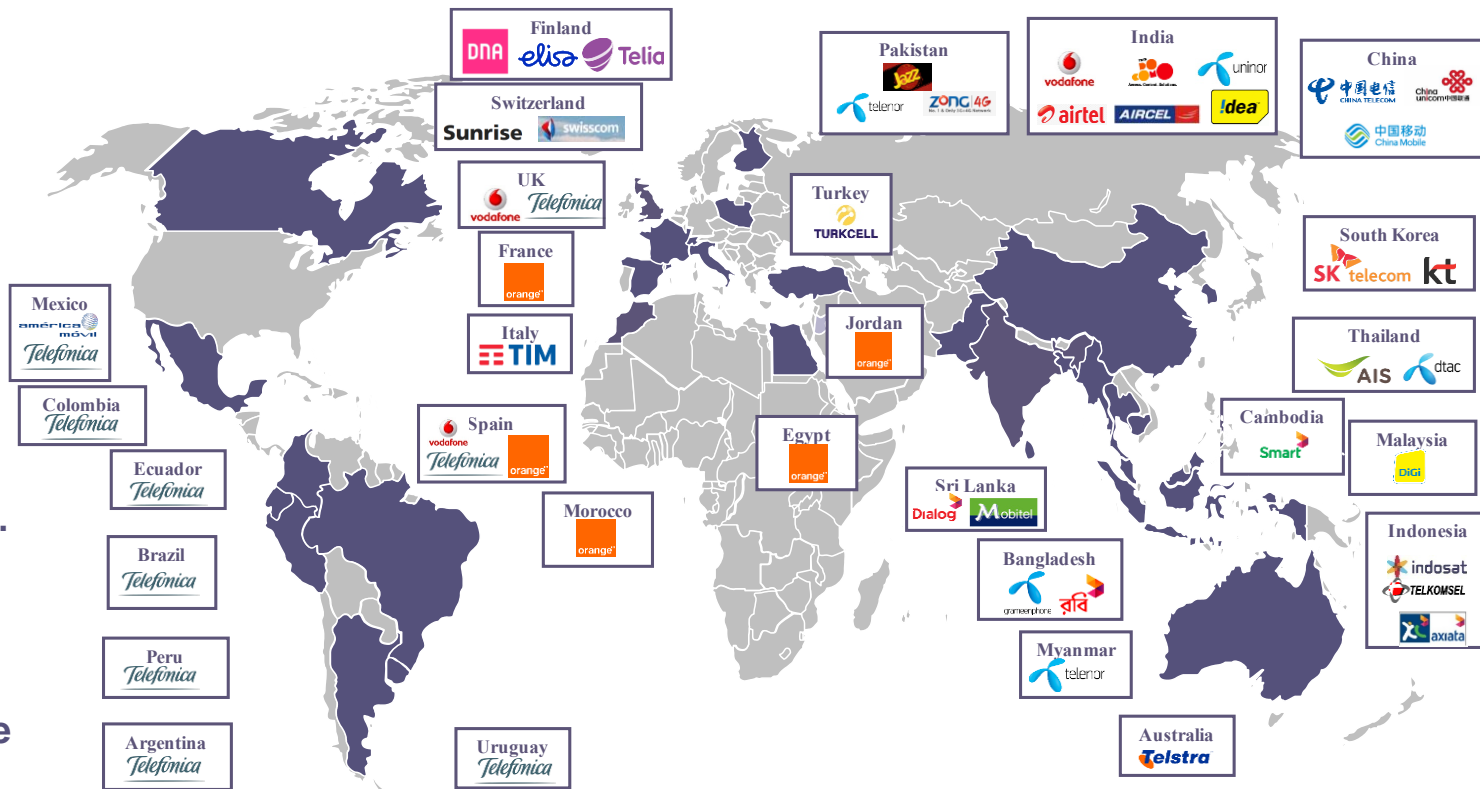
82m

...Mobile
Connect users...

17m

...monthly active
users

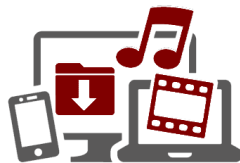
Correct as at April 2017



Operators are scaling Mobile Connect



Default service



Own services



Join global
industry solution



Promote to own
partners



Establish joint
market offer



GSMA Identity focus on external services and active users

2014-2016

(3bn enabled users)

Infrastructure deployment

- Investment decision
- Vendor management
- Platform deployment

2015-2017

(82m registered users)

Internal services and registered users

- User registration
- User awareness
- Internal service deployments

2017-

(target 100m active users)

External services and active users

- Commercially ready service
- Sales & marketing to external SPs
- Campaigns to drive end-user take-up and usage
- Support and service delivery