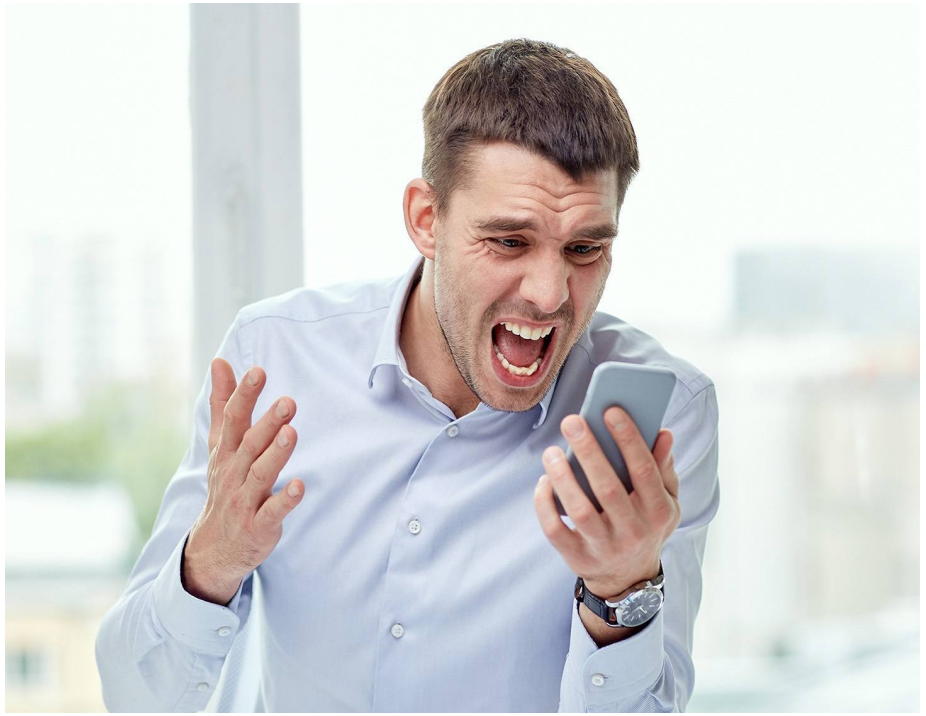
Vodafone ID Hub

Fraser King

Global Head of Identity & Authentication

Vodafone Carrier Services

THE BUSINESS PROBLEM



C2 General

WHY USE MOBILE OPERATOR DATA?

ALWAYS ON

Customers are always connected to their mobile phone.

REGULATED INDUSTRY

ID Verification, Security & Privacy is in our DNA

FIRST PARTY

Data from the source with auditability and consent captured accordingly.

C2 General

VODAFONE IDENTITY HUB (VIH)

Markets

Vodafone ID Hub

ATP – Secure SIM

Verify – Frictionless 2FA

Match – KYC Check against VF data

Recycle – mobile user ID change

Tenure – mobile user continuity

API ID Gateway

Terms & Conditions

Support

Channel Partners

prove Formerly Payfone

boku

TeleSign

callsign

JT

link mobility

IMImobile

PHRONESIS

tru.ID

TMTANALYSIS

infobip

SEKURA

twilio

Industries

- Banking
- FinServ
- ID Providers
- eCommerce
- Social Networks
- Insurance
- CPaas

AUTHENTICATION ON MOBILE IS A BIG OPPORTUNITY

- Digital Transformation is accelerating an urgent need for better authentication without increasing customer friction.

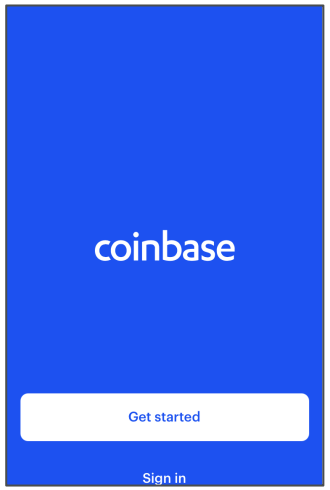
- >70% of all eCommerce happens on Mobile

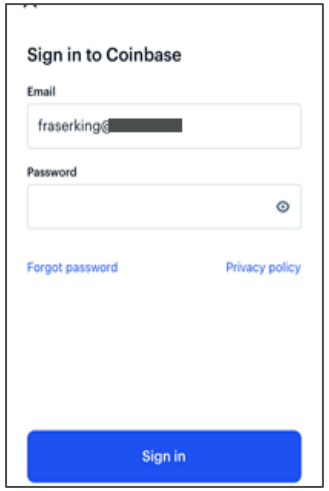
- Existing Authentication solutions are not fit for mobile
  - Email – poor mobile experience
  - App Auth – cant be trusted
  - Bio-metrics – challenges with enrolment and privacy
  - Authenticators – high friction & fragmentation
  - SMS_OTP – introduces friction and open to social engineering

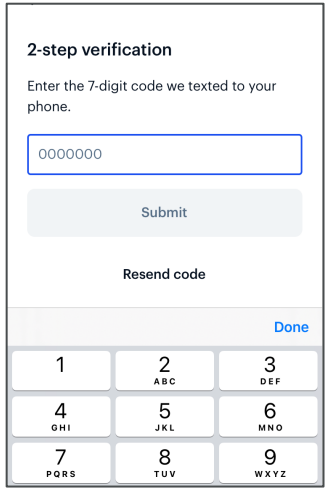
- **Why cant <u>mobile web authentication</u> work like <u>mobile authentication</u>?**

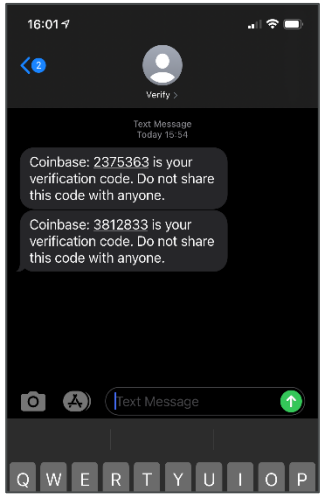
C2 General

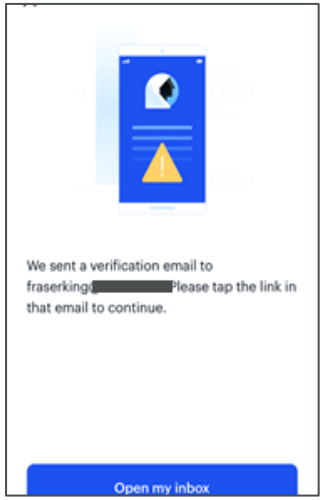
WHY CANT MOBILE WEB AUTH WORK LIKE MOBILE AUTH?

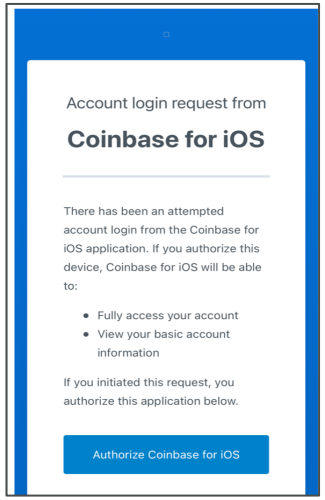


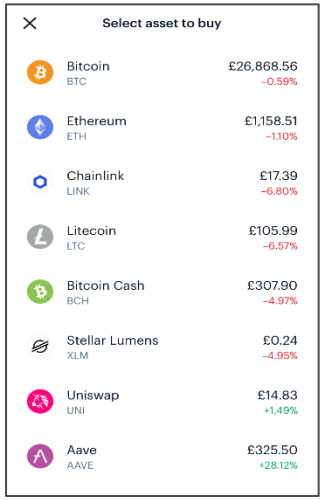
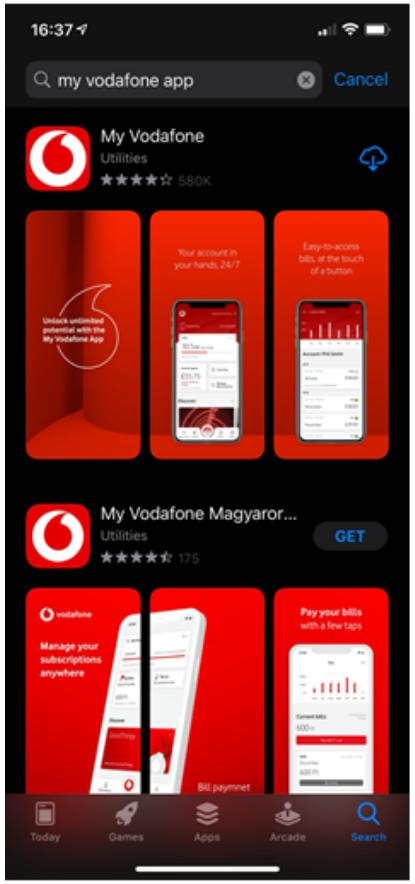
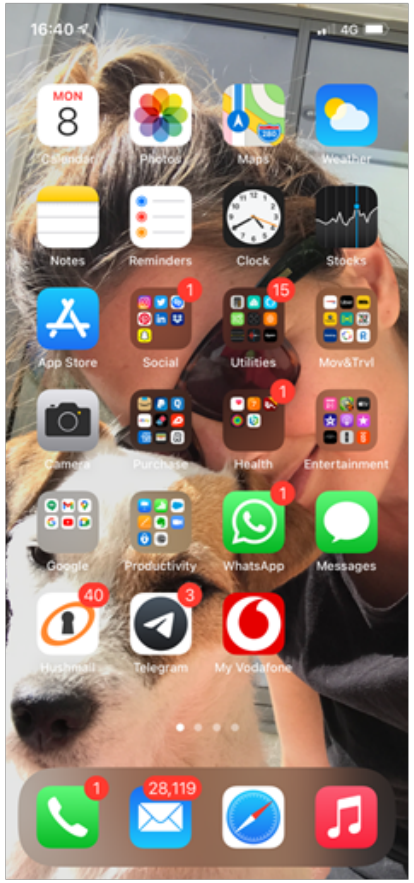
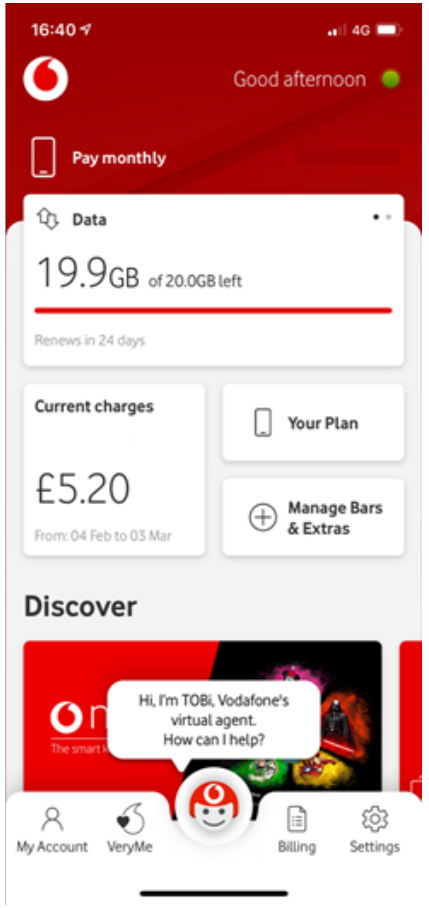












MOBILE WEB AUTH CAN WORK LIKE MOBILE AUTH!