mobile connect

Secure digital identity is now in our hands

gsma.com/mobileconnect

We hold the future of digital authentication in our hands, and so do our customers. Simply by matching people to their mobile phone, Mobile Connect allows consumers to log-in to websites and apps quickly and safely without the need to remember passwords.

THE PROBLEM:

The password model is broken. Multiple log-in details, lengthy registration processes demanding personal information and high profile security breaches mean consumers are increasingly concerned about online safety and privacy.

87% of people have left a website when asked to register

83% of mobile users have concerns over sharing personal information when accessing the internet or apps

40% admit to using the forgot password feature once a month

THE SOLUTION:

Mobile Connect harnesses the inherent security of the device that's always with the consumer; their mobile phone. Delivering simple, secure log-in through the power of mobile.
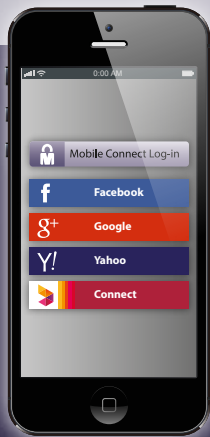
MOBILE CONNECT GIVES CONSUMERS:

✓ SIMPLE SECURE ACCESS ON ANY DEVICE: MOBILE, TABLET OR PC
✓ CONTROL OVER WHAT PERSONAL INFORMATION IS SHARED
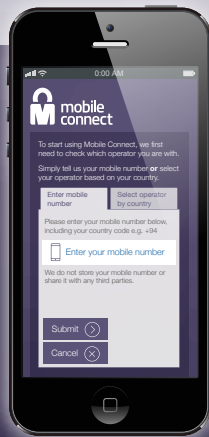✓ AN ALTERNATIVE TO MULTIPLE PASSWORDS

MOBILE CONNECT IN ACTION

Step 1
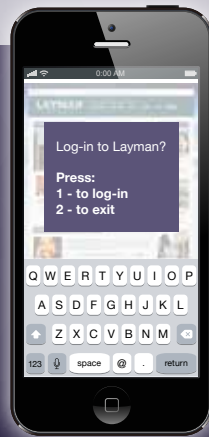Register or log-in using your existing network connection

Step 2
Enter your mobile number

Step 3
Authenticate with your mobile

Step 4
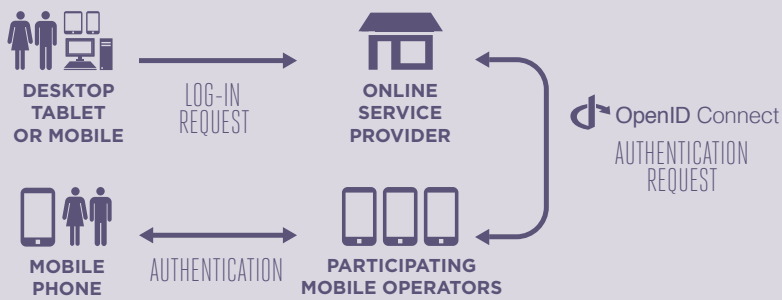You're in! Securely and conveniently

Websites using Mobile Connect benefit from:

✓ Increased browser confidence
✓ Faster prospect engagement
✓ Increased customer loyalty
✓ Enhanced website brand perception
✓ Long term positive customer relationships

68% MORE LIKELY TO RETURN TO WEBSITES THAT REMEMBER THEM

67% MORE PAGE VIEWS WITH SINGLE SIGN-ON

48% MORE LIKELY TO PURCHASE

HOW DOES IT WORK?

DESKTOP TABLET OR MOBILE → LOG-IN REQUEST → **ONLINE SERVICE PROVIDER**

OpenID Connect
AUTHENTICATION REQUEST

MOBILE PHONE ← AUTHENTICATION → **PARTICIPATING MOBILE OPERATORS**

The **technology** behind Mobile Connect is built on the widely adopted open source technology of OpenID Connect. Authentication is provided by the operator to the website with no personal information shared without the consumer's permission.

Who is involved?

OPERATORS

Mobile Connect is enabled by a global network of mobile operators, uniquely positioned to provide trusted login and identity authentication on behalf of their subscribers due to:

ACCESS TO SECURE NETWORK ASSETS E.G. SIM

DECADES OF EXPERIENCE IN SECURE MANAGEMENT OF CUSTOMERS' DATA

PRIVACY PROTECTION BUILT INTO THE RULES THAT REGULATE OPERATORS

DEVELOPERS FOR ONLINE SERVICE PROVIDERS

API Exchange
for the GSMA by Apigee

Behind the scenes, it's the **API Exchange** which brings operators and developers together through one technical integration, so websites can access the global federation of operators, allowing authentication of their consumers without needing to know which operator they belong to. There's more advice and help for website developers on the Mobile Connect Developer Portal: **https://developer.mobileconnect.io/**

Tools for Operators:

Mobile Connect can be deployed either directly, or operators have the option to outsource via Mobile Connect Accelerator, a managed service known as MCX provided by a number of vendors who the GSMA have partnered with.

WSO2

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For more information:

GSMA members interested in Mobile Connect can join the Personal Data Global Interest Group to gain access to informative webinars which explain the technical and commercial details and hear from operators who have launched in their market.

Alternatively, visit **gsma.com/mobileconnect** to keep up to date with the latest developments and news for Mobile Connect.

About the GSMA

The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies as well as organisations in industry sectors such as financial services, healthcare, media transport and utilities.