Secure digital identity is now in our hands

mobile connect

Mobile Connect is the mobile operator facilitated authentication solution that provides simple, secure and convenient access to online services. It combines the user's unique mobile number and PIN to verify and authenticate the user everywhere they see Mobile Connect.

By reducing the need to remember multiple usernames and passwords, Mobile Connect eliminates end user frustration, ensures less abandoned transactions and drives more repeat business.

87% would prefer just one strong password to remember

86% of consumers have left a website when asked to register

86% of consumers say they're concerned about security when online

88% want reduced risk of identity theft and credit card fraud

81% don't feel they are getting as much value from their personal data as third parties do

GSMA Consumer Research 2015

Onlineshopping.com GO

Login to your account

Username
Password

Login

— OR —

Mobile Connect

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

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 benefits:

- Gives the end user control of their personal data
- Reduces end user friction and drop-out rates
- More frequent log-ins
- Increases security and reduction in fraud
- Increases end user trust and loyalty
- Enhances user experience
- Improves customer insights

gsma.com/mobileconnect

GSMA™

Mobile Connect combines the user's unique mobile number and PIN to **verify** and **authenticate** their identity without sharing their personal data
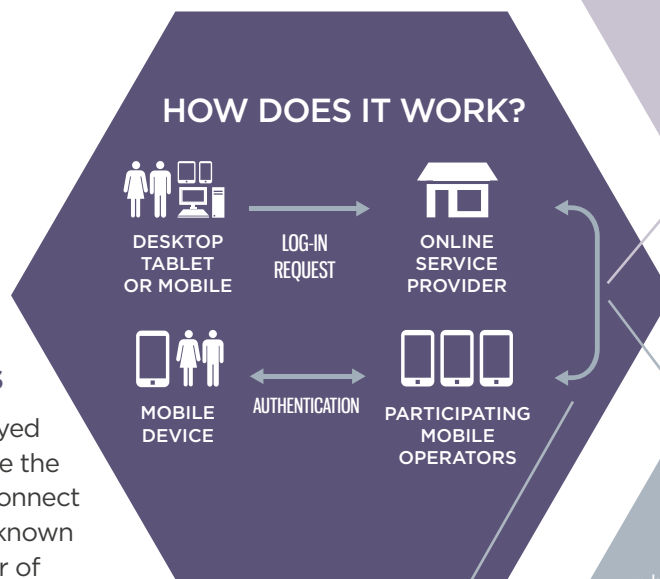
mobile connect

OpenID Connect

AUTHENTICATION REQUEST

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.

HOW DOES IT WORK?

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

MOBILE DEVICE ← AUTHENTICATION → **PARTICIPATING MOBILE OPERATORS**

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.

apigee
ERICSSON
gemalto — security to be free
GlobalSign GMO INTERNET GROUP
Hewlett Packard Enterprise
Movenda }Move in digital(
orange Business Services
WSO2.TELCO

API Exchange
for the GSMA by Apigee

DISCOVER THE MOBILE OPERATORS

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/**

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 managements of customers' data

Privacy protection built into the rules that regulate operators

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.