



Mobile Connect: Delivering global mobile identity services

Marie Austenaa

VP, Head of Personal Data and Mobile Identity, GSMA

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

Convenient

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

Secure

Authentication via trusted operators over secure 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

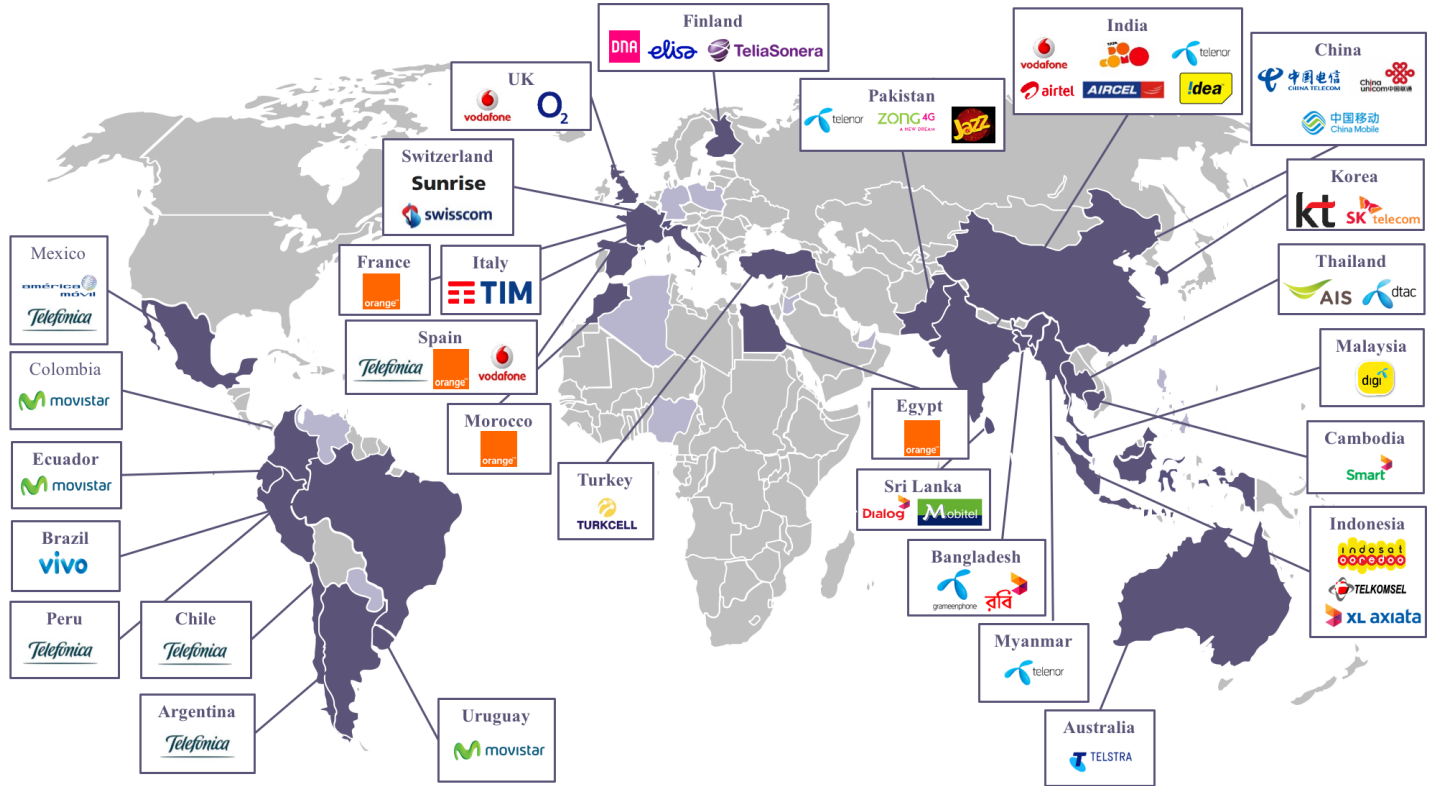
...enabled users world-wide

67m

...Mobile Connect users...

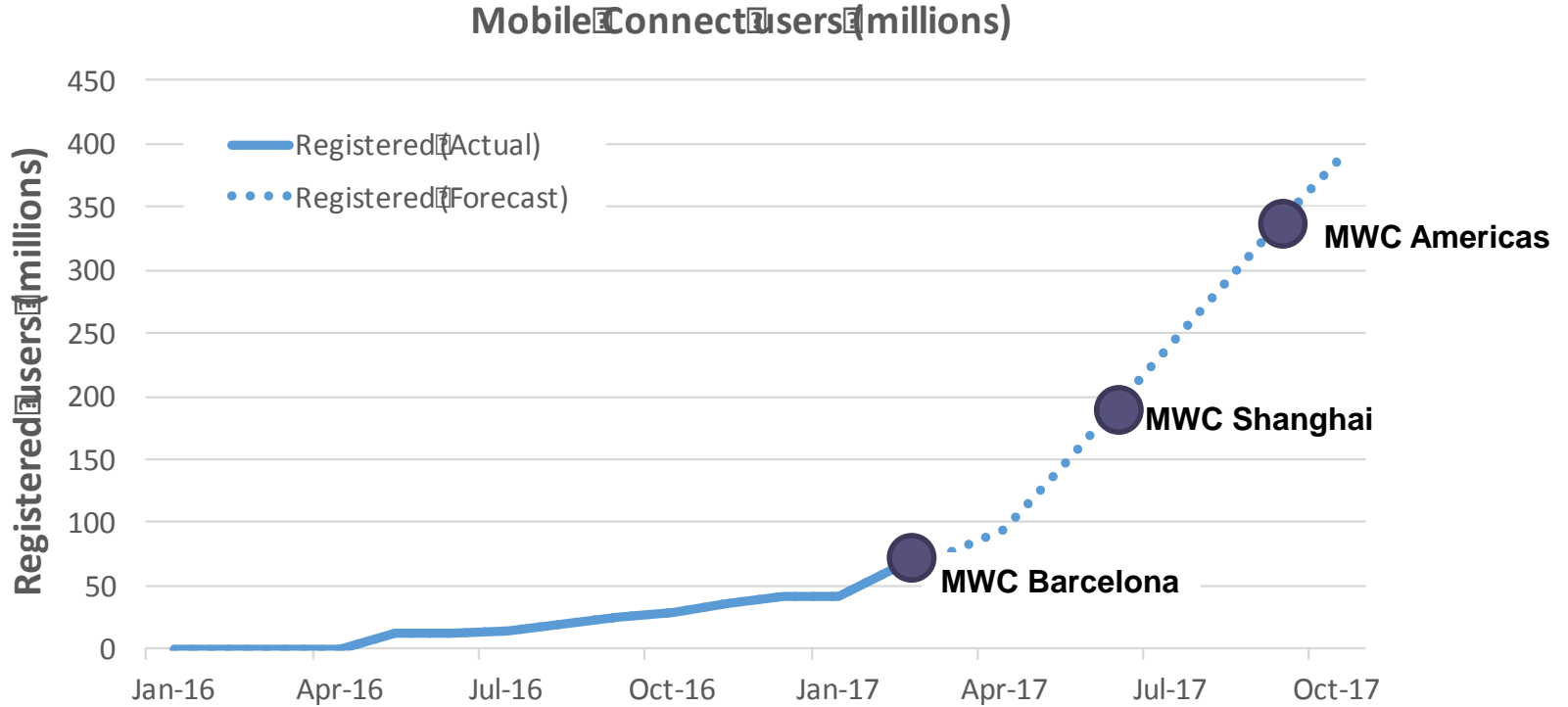
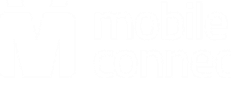
16m

...active users



Correct as at February 2017

Mobile Connect is growing



Operators are scaling Mobile Connect



Default service



Own services



Join global industry solution



Promote to own partners



Establish joint market offer



Evolution based on market demands

Authentication

Simple and globally ubiquitous log-in mechanism



Authorisation

Authorisation of a transaction based action



Identity

Assertion of customer identity



Attribute

Insights about the user, device or transaction



Helping users manage their identity and personal data across their **digital footprint**

Agenda Speakers



HOST

Marie Austenaa, *VP, Head of Personal Data and Mobile Identity, GSMA*



Jon Fredrik Baksaas, *Advisor, and former Telenor, Group CEO and GSMA, Chairman*

A ubiquitous digital identity, and the role of the mobile operators within that



William Pence, *Executive Vice President and Global CTO, AOL Inc*

Importance of digital identity and trust for the private sector



Aamir Ibrahim, *CEO Jazz, Pakistan*

Digital transformation in developing markets; the role of digital identity and Mobile Connect



Ian Huh, *Senior Vice President, and Head of Solution Business Division, SK Telecom*

A global identity solution, the benefits to end users and industry.



Burak Akinci, *Director Marketing & Big Data, Turkcell*

Driving user awareness and usage and strategy for future growth of services