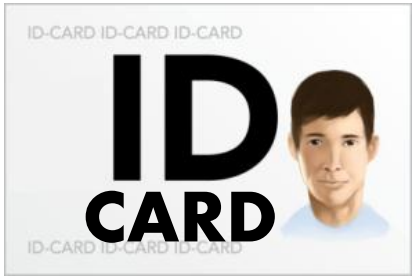
Turkcell Mobile Signature Platform
A New Registration Process

Burak Yöndem

18.09.2012

Nice, France

Turkcell Mobile Signature



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- Legally protected
- Secure
- One password
- Easy
- Convenient

Application Service Providers

TURKCELL TEKNOLOJİ

- 66 applications (%24 Govermantal, %29 Finance, %47 Corporate)

Banking & Finance

AKBANK
BANK ASYA
DenizBank
Garanti
FINANSBANK
HSBC
KUVEYT TÜRK
Şekerbank
TEB
TÜRKİYE FİNANS
TÜRKİYE İŞ BANKASI
YapıKredi

Investment

AK Yatırım
BMD Bizim Menkul Değerler A.Ş.
FİNANSINVEST
nurolMENKUL

Corporate

TURKCELL
Eczacıbaşı Bilişim
BİZNET
pratik.net
iSentry
DOXOFT
Adobe
POZITRON

Govermental

turkiye.gov.tr "Devletin kısayolu"
TÜRK PATENT ENSTİTÜSÜ
ZEYTİNBURNU BELEDİYESİ
MERKEZİ KAYIT KURULUŞU
eminönü EMİNÖNÜ BELEDİYESİ
BKM BANKALARARASI KART MERKEZİ
T.C. GÜMRÜKLERİ TURKISH CUSTOMS
T.C. SAĞLIK BAKANLIĞI THE MINISTRY OF HEALTH OF TURKEY
ZEYTİNBURNU BELEDİYE BAŞKANLIĞI
ŞİŞLİ BELEDİYESİ

Smart Home



Insurance

ANADOLU HAYAT EMEKLİLİK

E-Commerce

kangurum

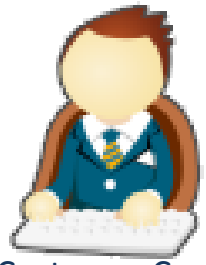
Standard Registration Process

TURKCELL TEKNOLOJİ



1 Subscriber requests Mobil Signature

4 Registration Call



Customer Care or Sales Point

2 Document Control

3 Identity Confirmed



5 Registration Request



6 M-Signature Creation Request - SMS

7 M-Signature/Keys Generated - SMS

8 Certificate Creation Request

9 Certificate Creation Response



Standard Registration Process

TURKCELL TEKNOLOJİ

Pre-Application

- Pre-Application From Bank
- Turkcell Call Center
- SMS

Application (Turkcell Shop)

- Official ID Card with Photo
- Subscription Contract
- Notary Signature Statement
- ID and Document Control
- SIM Card Change

Registration

- Document Input
- ID Control (Goverment Online)

Activation

- Identitiy Confirmation
- Activation

New Registration Process

TURKCELL TEKNOLOJİ

Target Audience

Customers of banks who are already authenticated and use Turkcell.

Value Proposition

- No Documents
- On the Internet
- At the Same Day*

provide mobile signature to customers.



* In Customer Care Back Office working hours

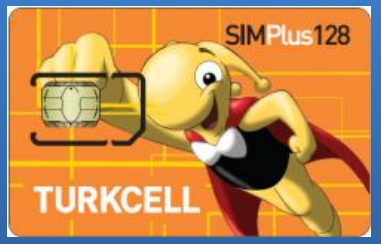
Who Can Use?

TURKCELL TEKNOLOJİ

Customers who are authenticated by bank



Turkcell customers who have 128K or 512K SIM cards



New Registration Process

TURKCELL TEKNOLOJİ

Application (Banks)

- Controls
  - SIM card
  - Individual/Corporate
  - Fraud Score
- Fill Mobile Signature Contract

Activation

- Identitiy Confirmation
- LIMITED use

Contract

- Service Contract Signing
- UNLIMITED use

How does It Work?

TURKCELL TEKNOLOJİ





1. Online Msign request

4. **Limited** activa

5. Sign the agreemer



Thank You...

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