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 IN ACTION**

1. **Step 1** Register or log-in using your existing network connection
2. **Step 2** Enter your mobile number
3. **Step 3** Authenticate with your mobile
4. **Step 4** You’re in! Securely and conveniently

**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

**Websites using Mobile Connect benefit from:**
- 68% more likely to return to websites that remember them
- 67% more page views with single sign-on
- 48% more likely to purchase

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**

**Developers for Online Service Providers**

**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.

**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.

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