mobile connect

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INTRODUCTION TO MOBILE CONNECT

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INCOMPLETE TRANSACTIONS ESCALATING

It is vital for digital service providers to **reduce friction** and **increase loyalty** to maximise the number of successful transactions

Shopping cart abandonment is increasing as consumers shift to online and mobile shopping

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Sources: BI Intelligence, Barilliance / Business Insider

UNIVERSAL LOGIN

Secure digital identity is now in our hands

ACCESS AND MANAGE YOUR BANK ACCOUNT

SHOP ONLINE AND MANAGE TRANSACTIONS

ACCESS YOUR PERSONAL HEALTH RECORD

MANAGE LOYALTY PROGRAMMES

AND MANY MORE….

IDENTITY THEFT, FRAUD

In 2013 Government documents/benefits fraud (34%) was the most common form of reported identity theft, followed by credit card fraud (17%), phone or utilities fraud (14%), and bank fraud (8%). Other significant categories of identity theft reported by victims were employment-related fraud (6%) and loan fraud (4%).

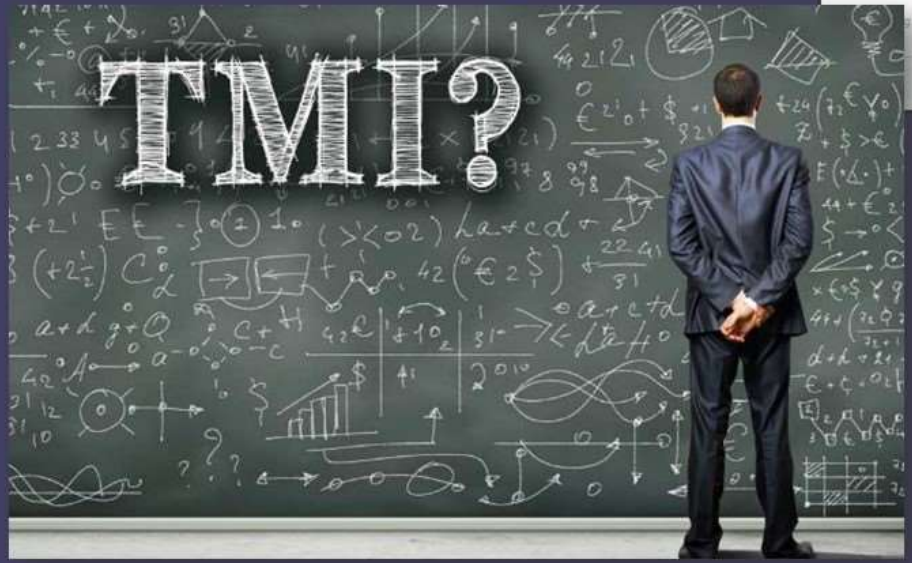
Sources: GSMA Consumer Research 2015

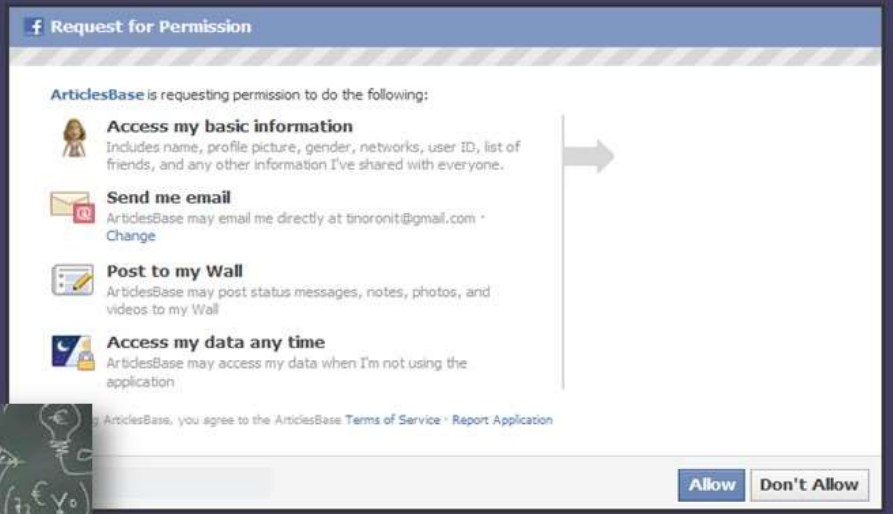
STRONG SECURITY

Simple Authentication Choice of user experience: • Seamless • Click OK	**Single factor = "something I have"** "Standard internet security" comparable to passwords and SMS one-time-passwords (Level of Assurance 2) Used to build a large base of enabled users
Two-factor Authentication • Enter PIN	**Two factors = "something I have and something I know"** Higher levels of security (Level of Assurance 3) may allow premium authentication services
Strong Authentication • Enter PIN • wPKI encryption	Very high levels of security (Level of Assurance 4), including **non-repudiation** based on **wireless Public Key Infrastructure** (wPKI), requires crypto-SIM and applet

Sources: GSMA Consumer Research 2015

DO YOU REALLY NEED TO KNOW THAT?





CONTROL OF PERSONAL DATA

Consumers expect digital services that are **secure** and want transparency on what information is being collected

61% do not see enough value in online shopping to compromise their security

82% want transparency around when and what personal information is being collected

60% however, are ok sharing personal data in exchange for deals and benefits

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Source: GSMA Consumer Research 2015

SERVICE DEMONSTRATION

Click to start

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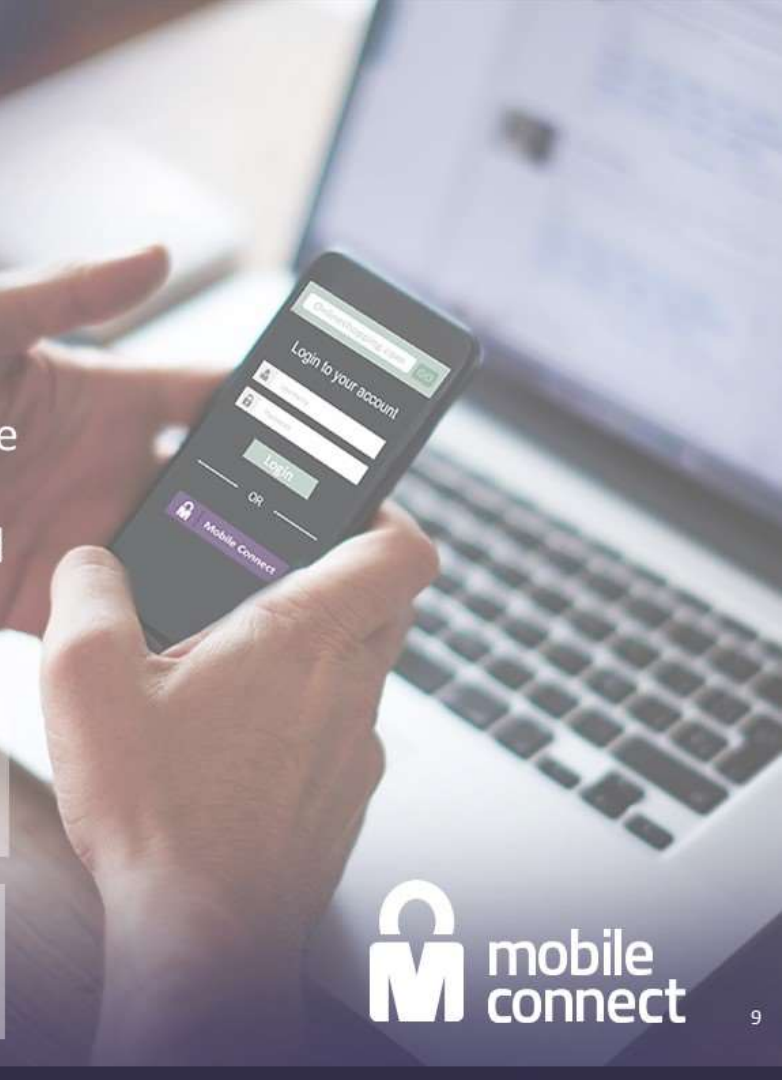
ENHANCING **CONSUMER ENGAGEMENT**

Mobile Connect provides **simple, secure and convenient** access to online services, replacing the need for multiple usernames and passwords

It combines the user's unique mobile number and an optional PIN for added security, to **verify** and **authenticate** their identity



» Using the **mobile as the authentication device**, user's can log-in to services from **a mobile, PC or tablet,** giving flexibility as well as security

»» Eliminates **consumer frustration**, reduces abandoned transactions and **drives more repeat business**

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UNLOCKING **MORE SALES** **REDUCING** COSTS

Today, less forgotten passwords will **reduce operating costs** and ensure **less abandoned transactions**

In the future, attributes like **location** will improve the **user experience** and **further reduce** risk of identity theft, growing **loyalty, market share** and delivering **consumer insights**

Secure data verification **75%** of consumers are interested in location being verified to their bank for easier use of their card abroad

Lower operating costs **30%** of support calls are for forgotten passwords at an average cost of $70 each to reset

$4tn **the value of abandoned transactions in 2014** **63%** of which is potentially recoverable by savvy online retailers

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Sources: GSMA Consumer Research 2015, Forrester, BI Intelligence

Questions

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