

# Mobile Connect Summit

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# Digital Economy players have a customer centric mission which is at the root of their success



give people the power to share



Make world's information universally accessible and useful



Obsessive customer focus is by far the most protective of Day1 vitality.



UBER count on Uber for a ride—no reservations required.

What is our Winning Aspiration?



# Digital identity is vital in an increasingly digital world



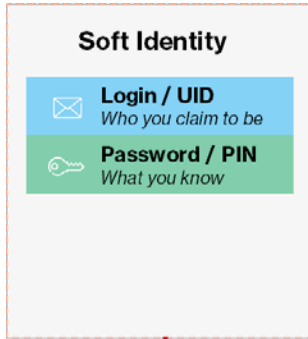
Personalization

Security

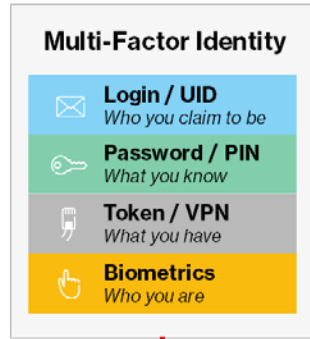
e-services



# Where to Play: national then global level along full continuum of services



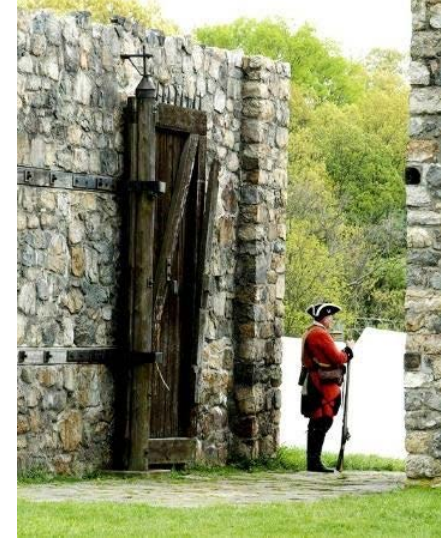
Where the world is today



Requires secure enrollment process through trusted agency



Person Not Present Transactions



Carriers must not relinquish their rightful place

# How to Win

## Your Mobile Number is Part of a Secure Network Ecosystem

### Network

*SIM, Network ID, location*



### Network Activity

*Usage Patterns*



High  
Confidence



### Customer Data

*Mobile Number, Account info*

- Promote global standards
- No one else has the tools/assets to solve for Verified Identity
- Work together
- Mobile Connect is a good starting point

# What do we have to believe

- Digital Identity has a key role to play
- Customers want intuitively friendly but secure solutions
- Carriers have to work as a community: no carrier should do it in isolation
- Adoption at the country level creates momentum
- Opportunities to gain relevance outweigh threat of doing nothing