



GBG

Global Digital Identities

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Not all identities are created equal - *collaboration* is key to achieving a seamless and trusted customer journey.

There are 4 pillars to a trusted identity

Traditional

- > Name & address
- > Passport
- > Bank account
- > Social security
- > Qualifications

Behavioural

- > Usage patterns
- > Likes/dislikes
- > Frequented destinations
- > Cookies

Digital

- > Email address
- > Social IDs
- > Device IDs
- > IP address

Biometric

- > Facial
- > Fingerprint
- > Retina
- > DNA





**Companies need to
set up for success,
continuously
reinventing
themselves and their
customer journeys**





**I am
WHO I
say I am**

**I am
LOCATED
where I
say I am**

**But in an evolving
ecosystem, what
hasn't changed is
the need for
organisations to
trust their
consumers...and...**

**For
consumers
to have...**

CONVENIENCE
Customer journey
must not be
disrupted



TRUST
The consumer must
trust that their data is
being looked after

SECURITY
Reliable, resilient
and robust when
handling personal
data

Mobile plays an important role in connecting the physical identity to the digital consumers





Security and
compliance



Convenience and
friction free
experience



Trust Control and
peace of mind



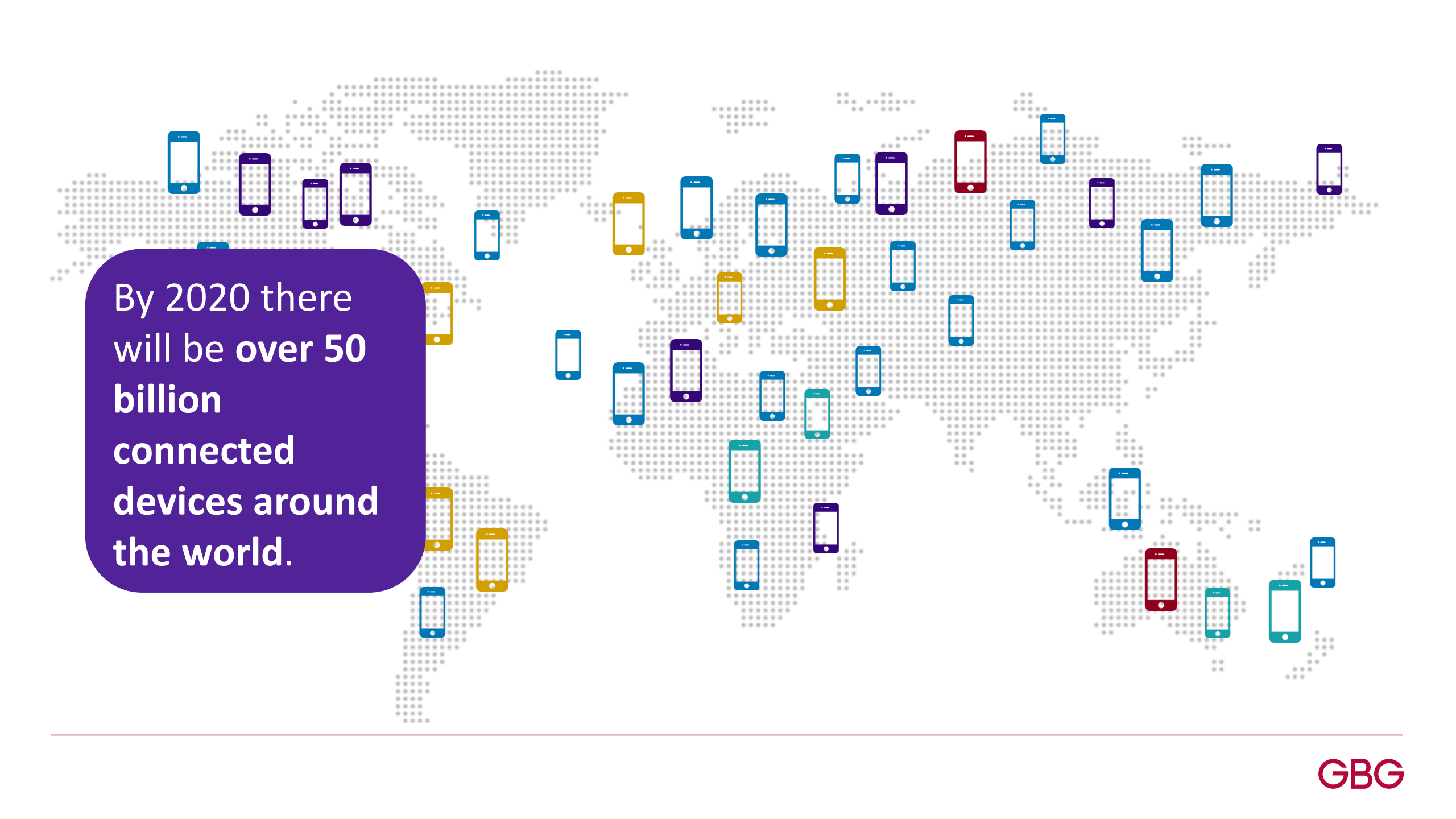
Trusted & Reliable
global data sources



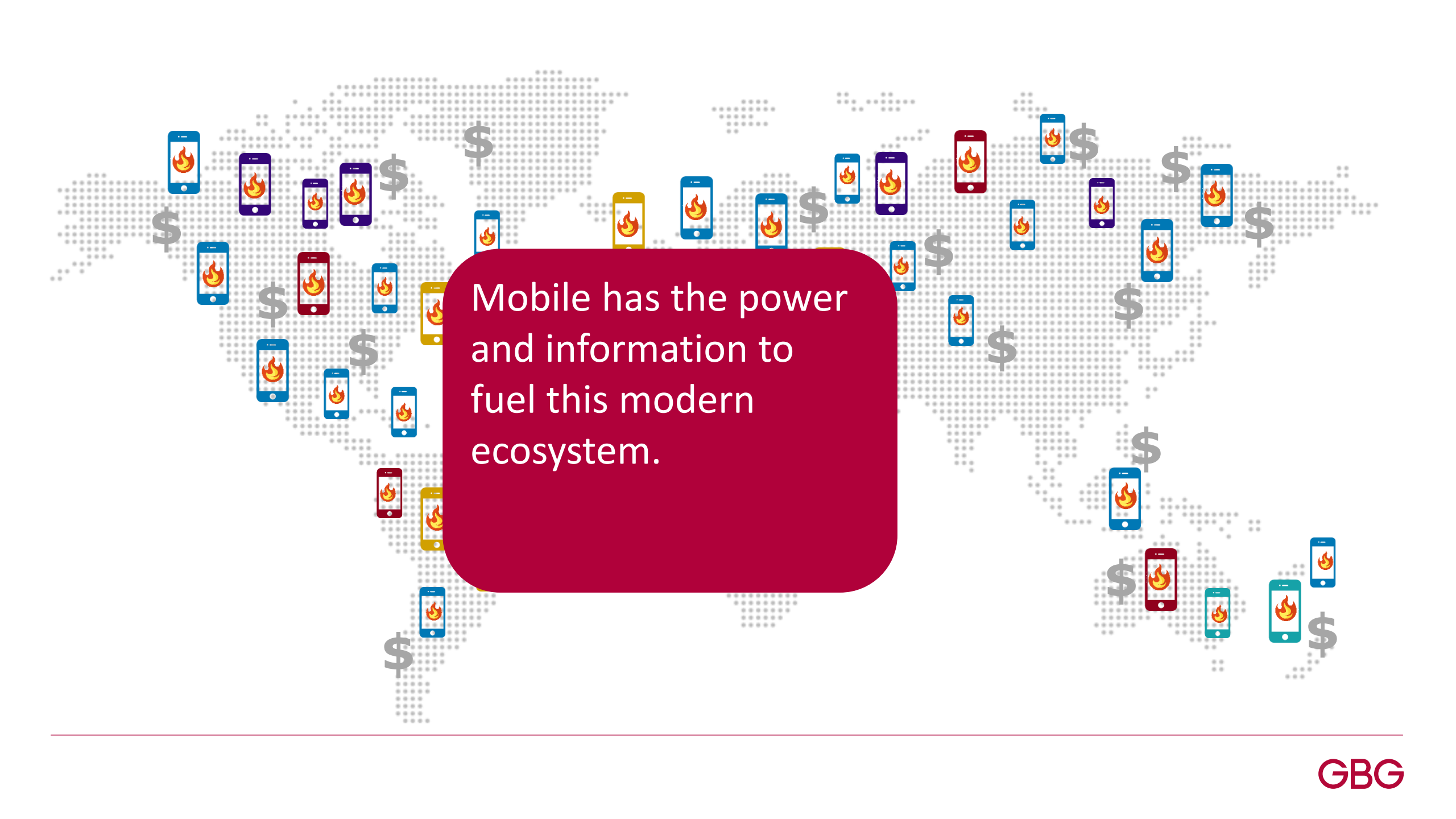
Configurable
platform




Compliant
audit trail

A world map composed of a grid of small dots, with numerous mobile phone icons scattered across it. The phones are in various colors including blue, purple, yellow, and red. A large purple rounded rectangle is positioned on the left side of the map, containing white text.

By 2020 there
will be **over 50
billion**
connected
devices around
the world.

A stylized world map composed of a grid of dots. Overlaid on the map are numerous icons of mobile phones in various colors (blue, purple, red, yellow) and grey dollar signs (\$). Each phone icon has a flame symbol on its screen, representing power or energy. The icons are scattered across the map, with a higher concentration in the central and right-hand areas.

Mobile has the power
and information to
fuel this modern
ecosystem.

A stylized world map composed of a grid of small dots. Scattered across the map are various icons: several mobile phones in different colors (blue, red, yellow, teal) and several dollar signs (\$).

But fragmentation can be damaging: Identities can be protected, journeys improved and most importantly trust of the consumer maintained BUT collaboration is key.

We must collaborate to have a global standard for identity



Today's consumer ecosystem is global.

**Identity needs to support this
To achieve the three pillars,
there needs to be collaboration
and standardisation**

Thank You – Glenn Porter

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