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

**Biometric**
- Facial
- Fingerprint
- Retina
- DNA

**Behavioural**
- Usage patterns
- Likes/dislikes
- Frequented destinations
- Cookies

**Digital**
- Email address
- Social IDs
- Device IDs
- IP address
Companies need to set up for success, continuously reinventing themselves and their customer journeys.
Disruptive economies have created a shift in how consumers interact – meaning how we identify them is also changing.
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
By 2020 there will be over 50 billion connected devices around the world.
Mobile has the power and information to fuel this modern ecosystem.
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

To achieve a truly global ecosystem there needs to be collaboration and standardisation

External Datasets
(218 Partners / 426 Datasets)
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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