



# **Evolving trends in digital identity and Mobile Connect**

**Marie Austenaa, VP and Head of Identity Business Development**

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# Digital Identity:

## An evolving market place



**Growing awareness**  
of privacy and data  
protection is **driving**  
**demand**



**Cyber crime** is  
driving up the value of  
**secure identity**  
**verification** with  
users' attributes



Digital Identity is  
**cornerstone** of digital  
**business**  
**transformation**



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# Mobile Connect

Over 70 operators in nearly 40 markets



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# Adding value with Mobile Connect



Fraud Reduction



Payment Authorisation



New Account Opening



Proving Identity



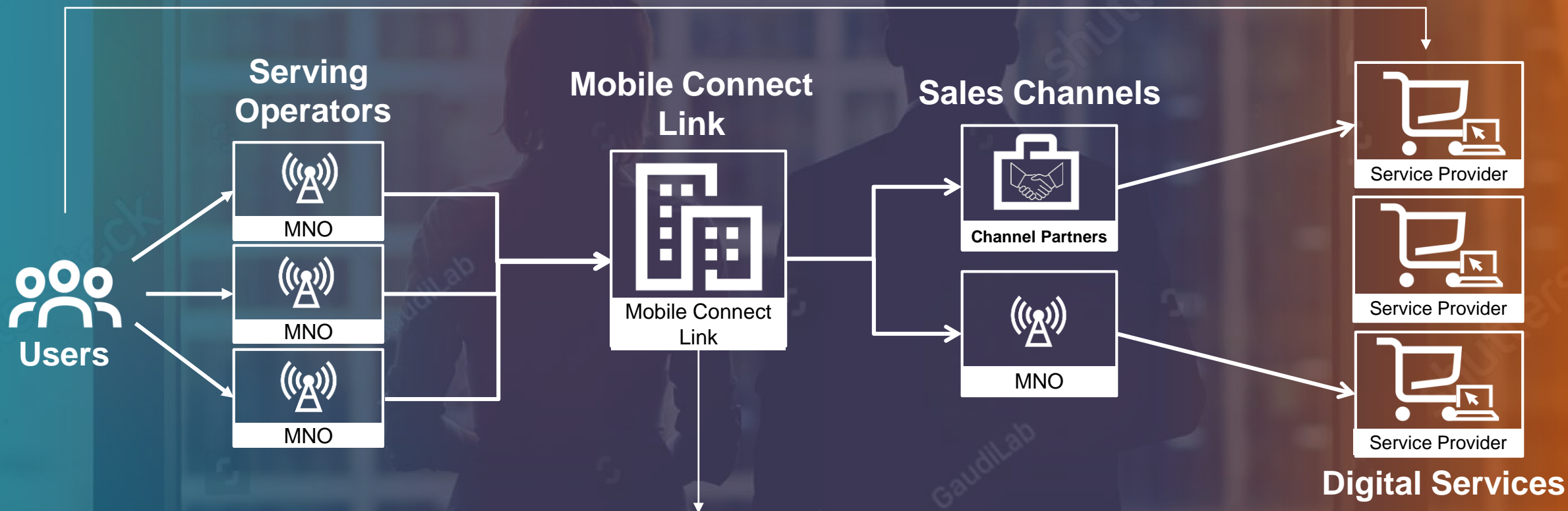
GDPR Consent  
Capture



Password-less Login

# GSMA Mobile Connect Link

A one-stop-shop for Mobile Connect



- Centralised commercial interface for buyers
- Matches supply to demand and provides billing and settlement, service monitoring and support
- Managed by GSMA



**Working with global Internet platforms: Best cases and solutions in the identity market**  
**13:00 to 14:30**

Time	Agenda	Speakers
13:00-13:15	<b>How to work with global service providers and other eco-systems / Internet platforms</b>	Marie Austenaa, GSMA
13:15-13:25	<b>Microsoft: views on digital identity and trends</b>	Morgan Webb, Microsoft
13.25-13.35	<b>SKT &amp; DT: Cross-border case study</b>	Andy Kim, SK Telecom
13.35-13.45	<b>Trulioo: identifying businesses to show the power of digital identity for both B2B and B2C</b>	Anatoly Kvitnitsky, Trulioo
13.45-13.55	<b>Danal: life cycle of customer accounts. Opportunities and threats</b>	Atreudev Banerjee, Danal
13.55-14.05	<b>Digital identity case study</b>	Michelle Wheeler, Payfone
14.05-14.30	<b>Key learning analysis</b>	Marie Austenaa, GSMA Mark Harvey, GSMA

