IPification

Innovative Authentication method for boosting Mobile Connect global roll-out
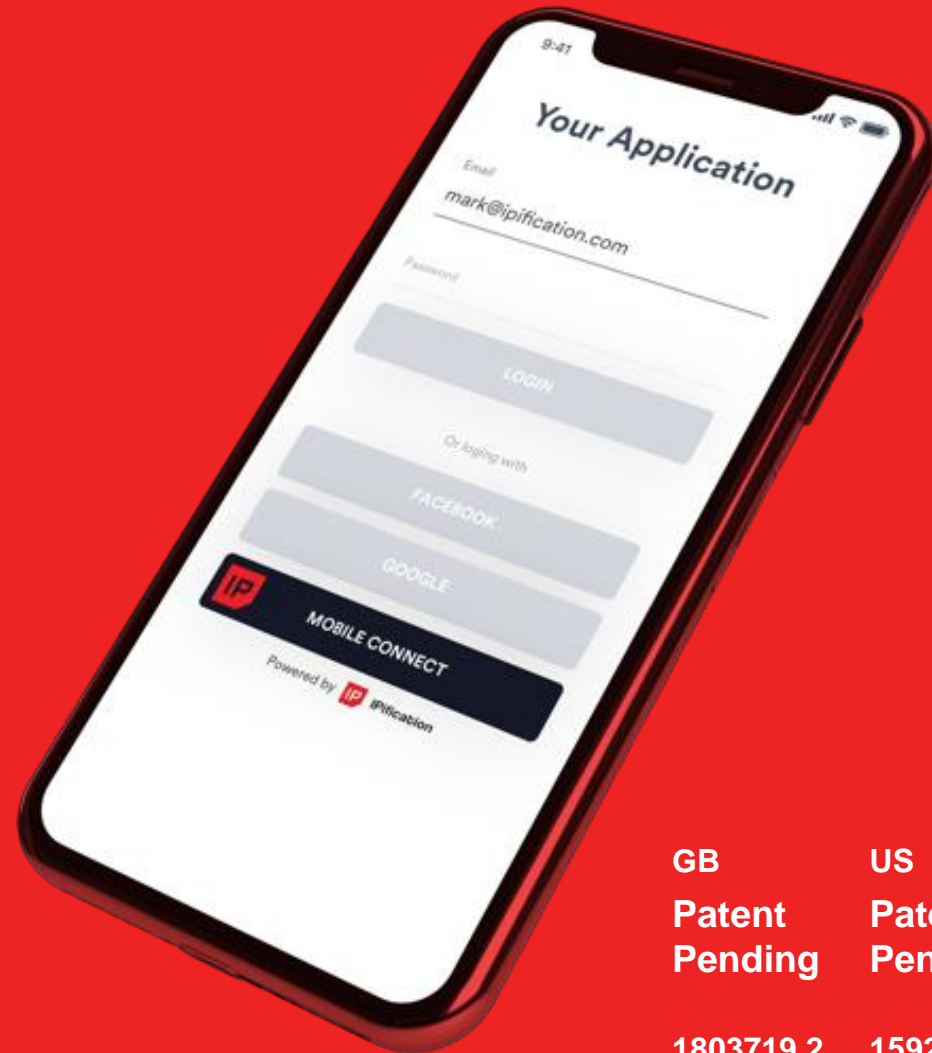
GB	US
Patent Pending	Patent Pending
1803719.2	15928348

GSMA™ Associate Member

2018, Shanghai

Identity Innovation Labs

Biometrics are good, but not good enough!

Fear of Privacy Breaches

ID Unreliability

ID Theft

Poor Standards

Biometrics Alone Aren't Enough

Blockchain in Mobile Identity: "It's still some years away"

Self-Sovereign ID?

Who Are you?

Consumer Usability

"It's unreal how careless we are with data that's worth more than gold."
Harry Cheung

IPification

Unlocking the true potential of mIdentity

Mobile phone numbers are increasingly the most widely used unique user identifier
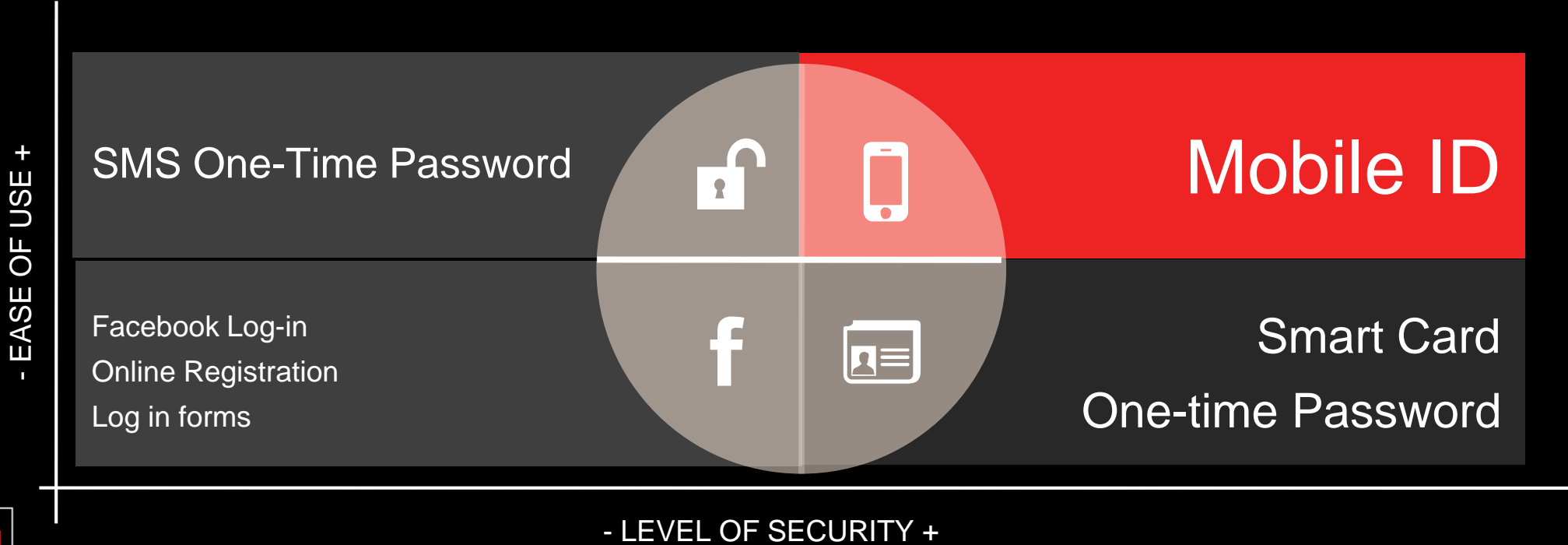
Mobile Connect is one of the biggest frameworks for Telco enablement in digital identity space

By simplifying the authentication and authorization processes, **IPification** can help lower the cost of doing business, helping to receive larger acceptance and Digital consumer inclusions thus making it more effective for Mobile Apps & Websites
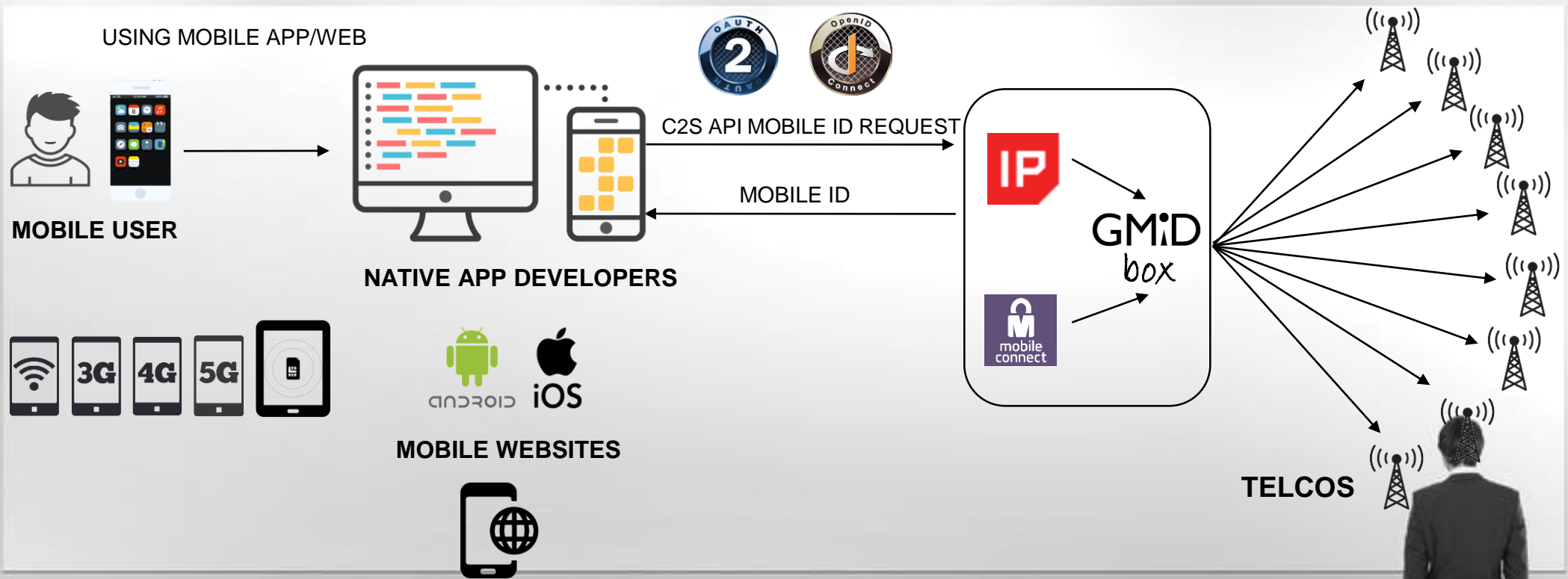
The potential for fraud is always a risk that cannot be ignored when it comes to conducting transactions or access information. In person, an individual could present forged or altered documents that attest to an identity that does not belong to him/her. Online, an individual could also misrepresent his or her identity in a similar manner using someone else's credentials without their permission. Here is where online user authentication is able to attest to a person or entity's identity and ensure the validity of a transaction.

- EASE OF USE +

SMS One-Time Password

Mobile ID

Facebook Log-in
Online Registration
Log in forms

Smart Card
One-time Password

- LEVEL OF SECURITY +

Technical flow and API requirements

USING MOBILE APP/WEB

MOBILE USER

NATIVE APP DEVELOPERS

C2S API MOBILE ID REQUEST

MOBILE ID

IP

GMiD box

mobile connect

MOBILE WEBSITES

TELCOS

WELCOME

Lorem ipsum dolor sit amet, velit egese pellen- tesque lorem lorem luctus, mattis nunc in sus- pendisse purus urna, suspendisse non fringilla.

Mobile ID Login

Mobile ID is the form of identification provided by your Network Operator. It represents convenient and secure way for easier login.

By tapping "Accept", you agree to the Terms of Service

DECLINE   ACCEPT

loremipsum@yourweb.com

History
Watch Later
My Videos

Playlists (A-Z)

54B 04
Action 03
Adventure 05
Animation 20
Biography 01
Comedy 10

User downloads and installs the app. During the app opening, standard Mobile Connect (OIDC/OAuth2) authentication flow is triggered by the application to the IPification Auth Service.

IPification Auth Service authenticates the User by live querying directly Telco network through specific APIs in place (GMID™ Box). If authentication **SUCCESSFUL**, App server prompts Terms of Service (ToS) to the User (ToS are optional and depends on specific country regulations)

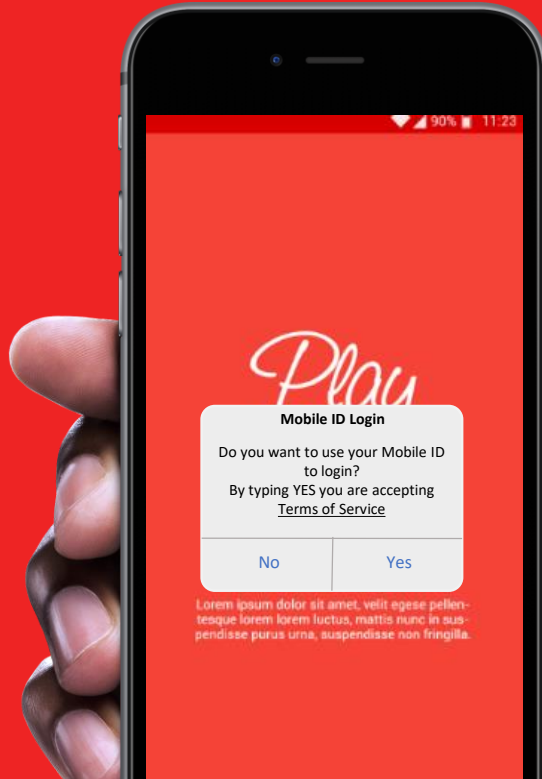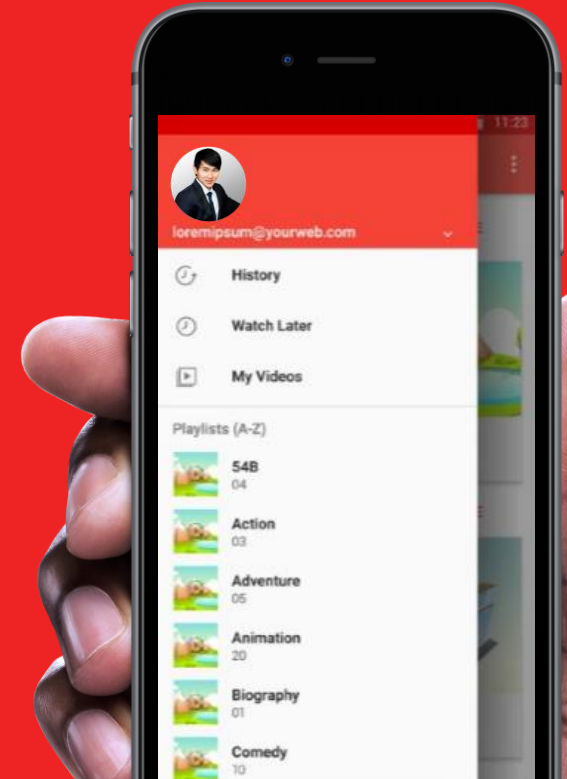User Accepts ToS and get full access to the App's content

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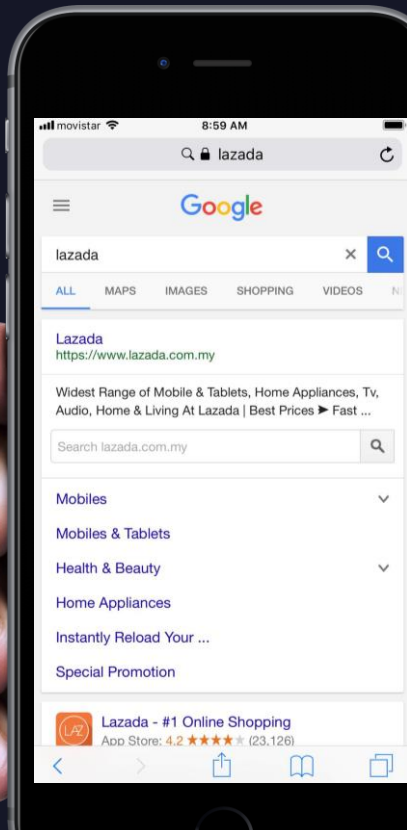
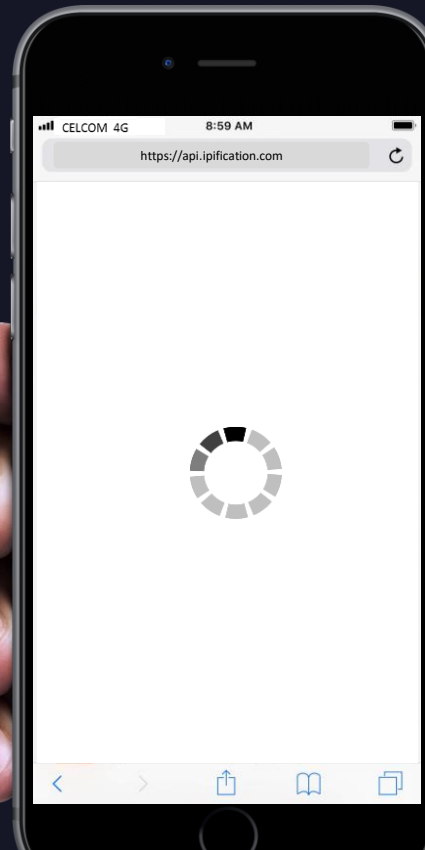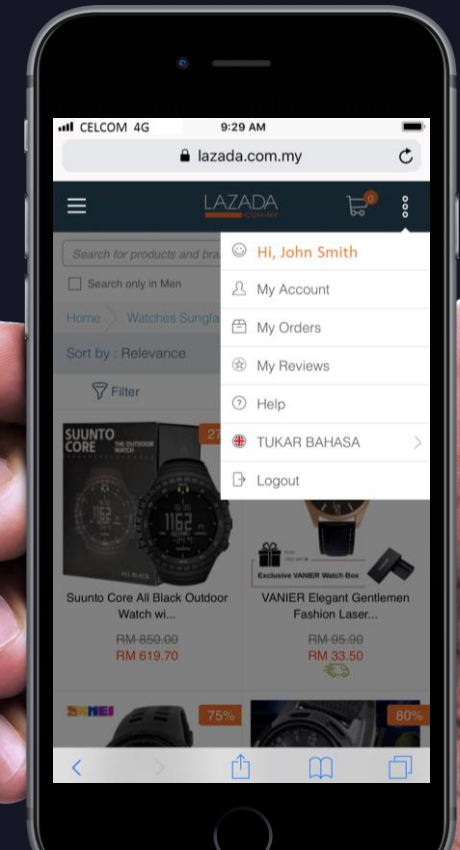User Accepts ToS and get full access to the App's content

IP **IPification** | User flow example – Mobile Web

User searches and clicks on Merchant's URL

Merchant redirects User for authentication to IPification Auth Service (https://api.ipification.com/auth)

IP authentication SUCCESSFULL, give full access to content (automatically login the user)

Comparing current authentication options

Solution	User Experience	Security	Cost	Availability
Email & Password	🙁🙁	😠😠😠	😐😐😐	😃😃😃
Email & Password & SMS (2FA)	😠😠😠	🙁🙁🙁	🙁🙁	🙂🙂
Phone Number & SMS	😄😄	🙁🙁	🙁🙁🙁	🙁🙁
IPification	😄😄😄	😄😄😄	🙁	😄😄

Enhancing Mobile Connect

MOBILE CONNECT

Powered by **IP** IPification

DISCOVERY

User-level

AUTHENTICATION SECURITY

Based on **OAuth2** & **Open ID Connect**

Up to 6FA based on SIM/Network/Device data

Not using SMS or HE in any of the flows

USER EXPERIENCE

No previous **Registration**

Single click for **Service Connect**
(user consent, asking for previous credentials if user is not already logged in)

Silent **Login**

BUSINESS MODEL

Per successful API call (Authentication)

IPification

GSMA
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1 For all online service providers, device manufacturers, and many others…More transactions thanks to simpler user journey; increase of conversion rates; easy and fast login.

2 For all Corporations: match employees mobility and data security; make workforce mobile; trusted remote access to working tools, have strong authentication yet allow mobility.
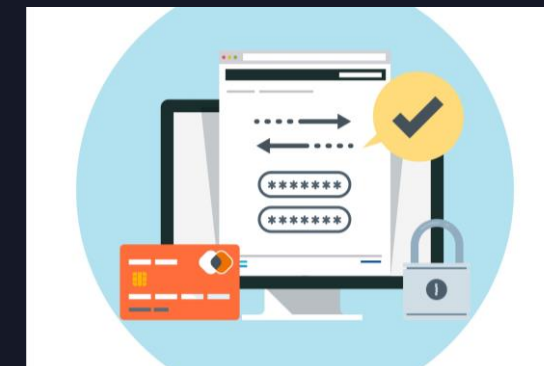
3 For all banks: promotion of online and mobile sales channels, enhanced security, financial transactions validation, strong authentication.

4 Reduce administration costs and time frame, enable digital identity and digital signature. Introduce e-Government.
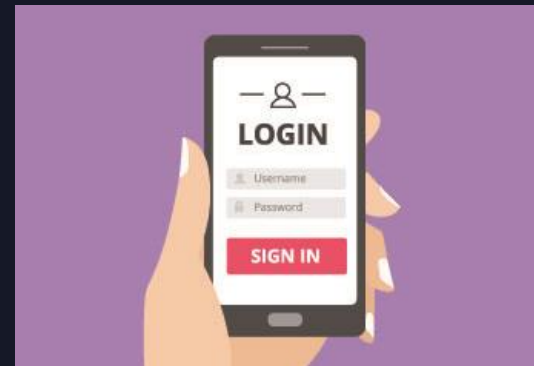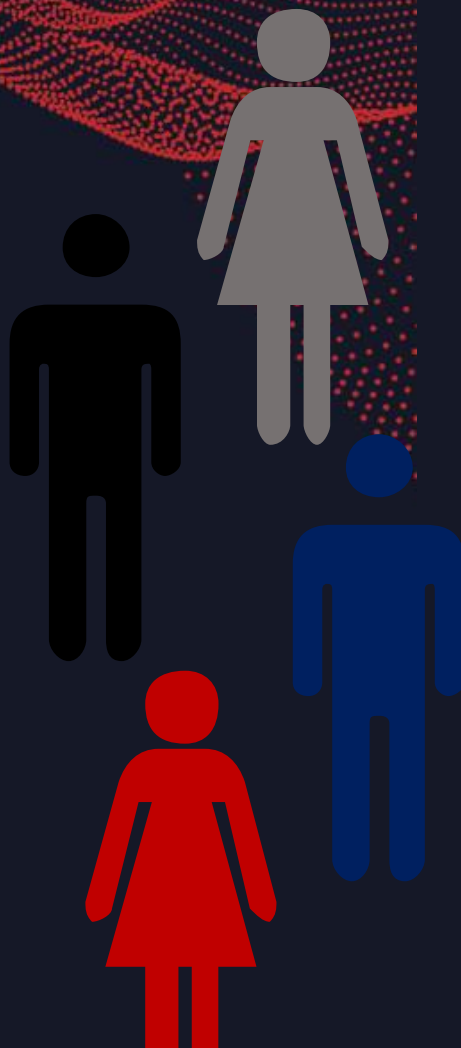
MERCHANTS

BANKS

CORPORATE

GOVERNMENTS

IP IPification

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✔ **Anonymous Log In**

📱 **Strong Authentication**

✔ **Identity Confirmation**

📱 **Payment Confirmation**

✔ **Sign Up**

Privacy Protected = Piece of Mind

Highest level of Security= Trust

Convenience=Adoption

GNATION

IPification is the future of Gamers identity!

- No need for extensive login & registration forms
- Gamers do care about their privacy
- Gaming experience is of the utmost importance
- Top notch security for Gamers' piece of mind

Sergey Sholom, PhD
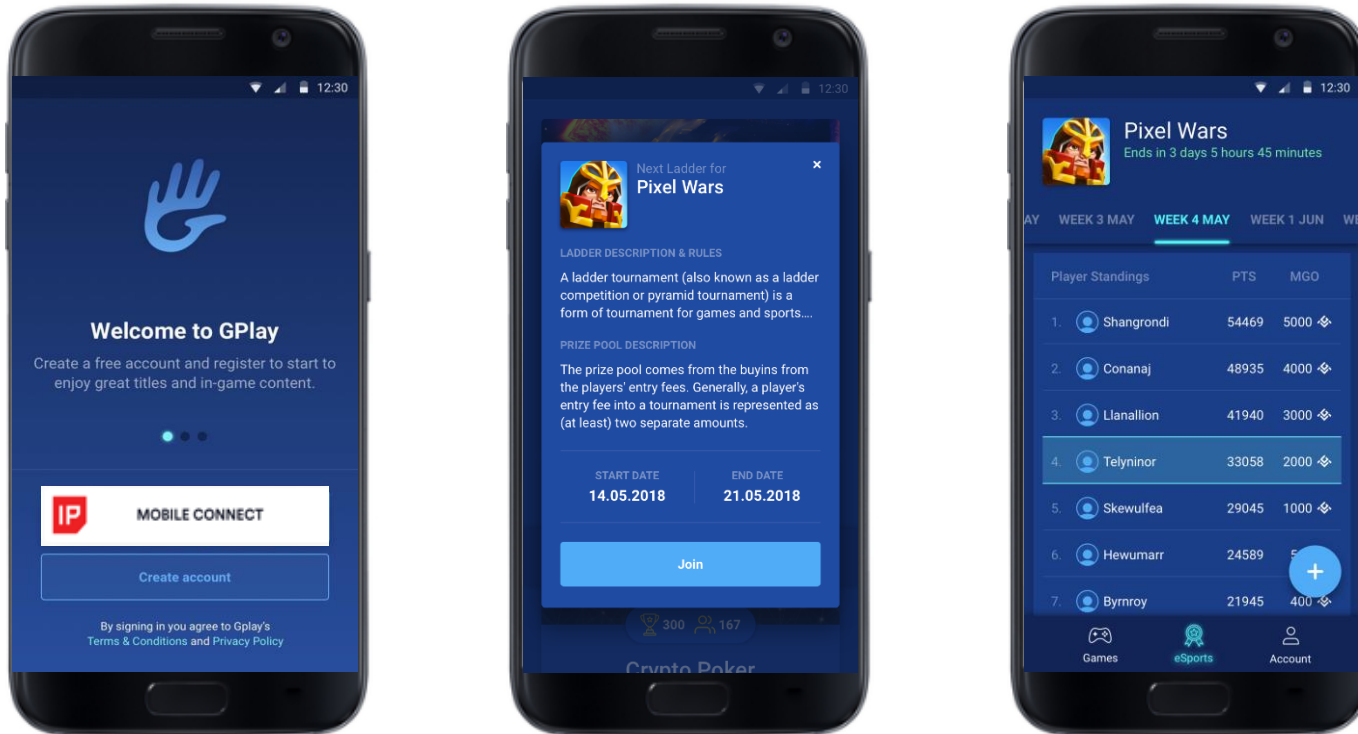GNation President & co founder.

GNATION

SUSTAINABLE DEVELOPMENT GOALS

Passionate entrepreneur, gaming and financial industry expert with 15+ years of running international businesses and building great teams around the World.

GNATION

Credential-less login & authentication effects:

- **Increased Conversion rates** – on average there are 20-30% of Gamers dropout when asked to register after game play

- **Better user Experience** – seamless login and registration method, as well as transaction processing improves Gamers UX

- **Enhanced Security** – strong authentication option re-assures security features inside the app and make Gamers feel safe about their accounts

About IPification (BVL)

- HQed in Hong Kong
- Leading company in Asia for providing Cyber-Security and Data-Backup solutions, aiming to deliver the best data protection and disaster recovery for virtual, physical mobile and cloud environments
- Largely known as the main APAC representative for big brands like Kaspersky, F-Secure & Acronis which are global leaders in Internet Security and Data protection
- Custom made solutions for Mobile Authentication, Monetization and Distribution
- Development centers in China, Serbia & Vietnam

IP IPification

Meet the Team

OSCAR CHIM
Strategic Partner

HARRY CHEUNG
Founder & President

JOHN TSANG
Chairman

PAUL TSE
Chief Strategy Officer

SERGEY SCHOLOM
Strategic Partner

Thank you for your attention!

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