

Observations & Challenges



Forgotten passwords

40% of people forgets password at least once a month



Unsafe authentication

2FA via SMS is no longer considered secure and is deprecated (NIST US)



Cart abandonment

74% e-commerce cart abandonment increase as consumers shift to mobile



Biometrics alone aren't enough

Fear of privacy breaches, ID unreliability, ID theft and poor standards



Privacy breaches

83% of mobile users are concerned regarding privacy when accessing website & mobile apps



Blockchain in mobile identity

It's still some years away. Self-Sovereign ID? Who Are you? Consumer Usability



Increased bounce rate

86% users leaves a web-site/application upon registration process

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



Harry Cheung

Auth Revolution

Designed to facilitate instant user access infused with bank grade security IPification leverages authentication possibilities outside traditional SMS, header enrichment and USSD.

Login to Your Application

Email

Password

Or

Secure Login

Proprietary
and patented
HH(1248463)
US(15928348)
UH(1803719.2)

Security

Secure protocols for user's identity confirmation based on mobile network data only

Privacy

Not taking any application/device information, no way for sensitive information leak

Access

Zero-click compatible and Mobile Connect compliant authentication solution



GSMA MOBILE CONNECT COMPLIANT

MobileConnect allows consumers across the globe to access their accounts via a single login, without the need for passwords and usernames. GSMA has endorsed IPification's technology as a standard for MobileConnect



IPification



BENEFITS FOR TELECOMS

- ✓ Unlocks a new revenue stream
- ✓ Integrates within a day without any investment
- ✓ Authenticate users in a secure & seamless way
- ✓ Getting back the relevance in digital transformation by partnering with top digital service providers
- ✓ Provides more secure and better flow for Direct Carrier Billing (which additionally increase DCB revenue and billing rates)



BENEFITS FOR SERVICE PROVIDERS

- ✓ Protects users without compromising their data
- ✓ Improves user registration & retention rates
- ✓ Prevents account takeovers (Sim Swapping) & fraudulent transactions
- ✓ Increase transaction confirmations and volumes
- ✓ Easy integration (based on OIDC and MC protocols)
- ✓ Provides seamless authentication that works fully on **HTTPS**



Associate
Member