Observations & Challenges

**Forgotten passwords**
40% of people forgets password at least once a month

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

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

**Increased bounce rate**
86% users leaves a web-site/application upon registration process

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

**Biometrics alone aren’t enough**
Fear of privacy breaches, ID unreliability, ID theft and poor standards

**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
Auth Revolution

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

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.
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