

Mobile Connect

The case for operator identity services

Interregional Standardization Forum on PKI for e-turist
Tunis, 4 April, 2019

Mohamed Abbess
Head of Public Policy-MENA



GSMA

www.gsma.com

THE GSMA
WAS FOUNDED IN
1987

**15 OFFICES
WORLDWIDE**



SHANGHAI



SAN FRANCISCO



BEIJING



SÃO PAULO



NAIROBI



NEW DELHI



LONDON



DUBAI



ATLANTA



BRUSSELS



BARCELONA



HONG KONG



BRASILIA



BUENOS AIRES

Connecting Everyone and
Everything to a #BetterFuture



The mobile industry is the
first to formally commit
to the UN Sustainable
Development Goals



The GSMA
represents
the interests
of mobile
operators
worldwide



MORE
THAN
750
MOBILE
OPERATORS



WITH OVER
350
COMPANIES
in the broader mobile ecosystem



The world's leading mobile industry events,
MWC Barcelona, MWC Shanghai and
MWC Americas, together attract nearly

192,000
people from across the globe each year

The GSMA works to deliver a regulatory environment
that creates value for consumers by engaging
regularly with:



MINISTRIES
OF TELECOMS



TELECOMS
REGULATORY
AUTHORITIES



INTERNATIONAL &
NON-GOVERNMENTAL
ORGANISATIONS



CONNECTING
23,000+
Industry Experts

Exclusively for GSMA Members,
InfoCentre² is your place to
connect with a global
community of industry experts

GSMA Working Groups
provide frameworks and
standards in commercial,
operational and
technical matters that help
maintain and advance
mobile industry ecosystems



8.7 bn+

MOBILE CONNECTIONS
WORLDWIDE

By 2020, the percentage of digital businesses that will suffer major service failures, due to the inability of IT security teams to manage digital risk is

60%

On average to how many accounts is a person registered that requires password?

90

After 2 weeks, what percentage of users forget their passwords?

21%



Identity is becoming a 'burning platform'...

Cybercrime costs estimated at US\$ 1 trillion in 2017

81% of data breaches in 2016 involved weak, default, or stolen passwords

2017: A NEW "WORST YEAR ON RECORD" WITH OVER 5,200 BREACHES EXPOSING 7.8 BILLION RECORDS

7,800,000,000

7.8 BILLION
records were exposed in all of 2017

5,200 publicly reported data breaches in 2017

20,832 published vulnerabilities in all of 2017

DATA BREACHES BY INDUSTRY IN 2017

?
40%
UNKNOWN

39.4%
BUSINESS
SECTOR

8.1%
MEDICAL

7.2%
GOVERNMENT

5.3%
EDUCATION

STATISTICS FROM: VULNDB – RISK BASED SECURITY; DATA BREACH QUICKVIEW

...and no longer is it as simple as 'passwords are broken' => identity is broken as well



If you had the right to erase your personal data from any company, which of the following situations do you think would motivate you to take action?

45%

Finding their data was sold or shared with other companies

14%

Receiving a robo call or telemarketing call for a product/service I am not interested in

12%

Being marketed to for irrelevant or wildly inappropriate products

11%

Being marketed to, via social media in an intrusive way

9%

Being marketed to, too frequently

7%

Receiving bad customer service

3%

Being marketed to, for a product/service I have already purchased



Facebook says Cambridge Analytica had data on 87 million people



<https://www.cnet.com/news/facebook-says-cambridge-analytica-had-data-on-87m-people/>



NBC NEWS

Online privacy fears are real
More people are tracking you than you think



<http://www.nbcnews.com/id/3078835/t/online-privacy-fears-are-real/#.W3jP0xfyB>

THE VERGE

TECH · SCIENCE · CULTURE · CARS · REVIEWS · LONGFORM · VIDEO · MORE ·



CIRCUIT BREAKER / GOOGLE / HOME

Amazon may give app developers access to Alexa audio recordings

A substantial shift in Amazon's stance on consumer privacy

By Nick Statt | @nickstatt | Jul 12, 2017, 2:51pm EDT

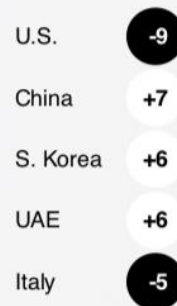
...no wonder Global trust is on the decline

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. General population, 28-country global total.



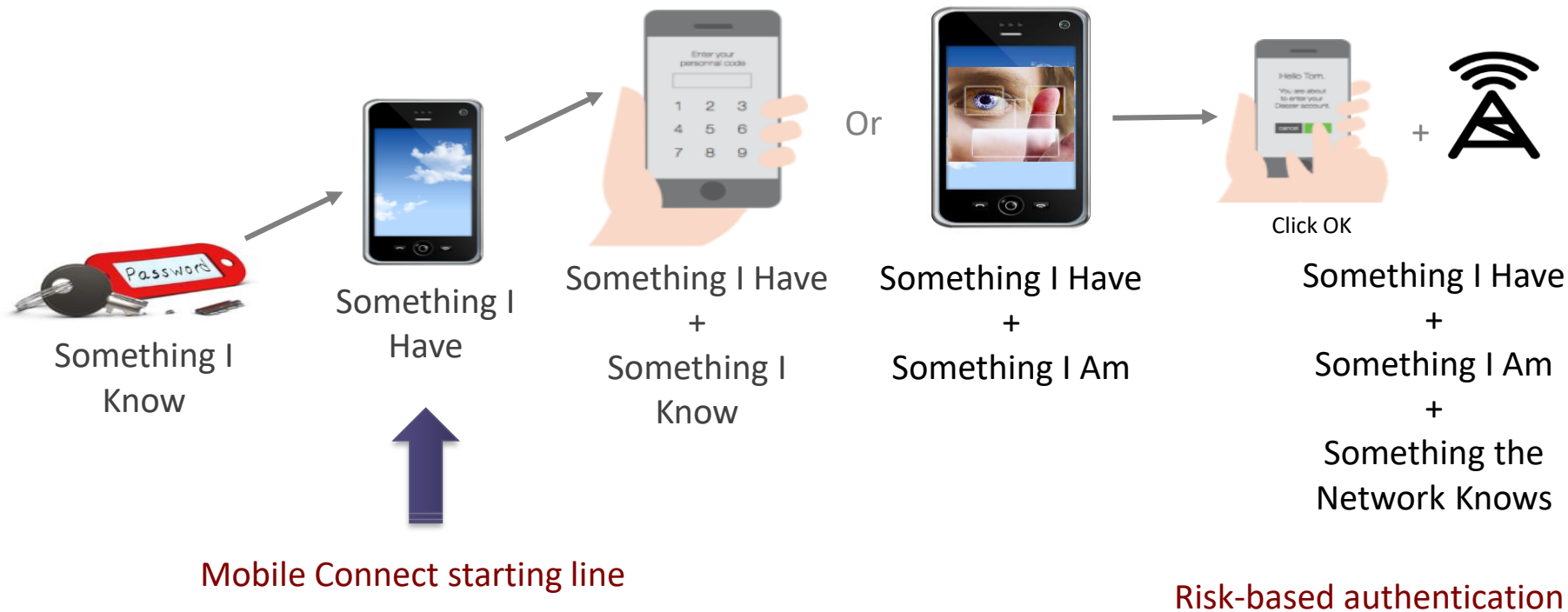
Trust
(60-100)
Neutral
(50-59)
Distrust
(1-49)

Biggest changes in



Trust decline in the U.S. is the steepest ever measured

The transformation ... towards Multifactor Authentication



What is Mobile Connect

Mobile Connect is a service that lets you login to websites and apps on any device without having to remember usernames or passwords. You are safely identified through your mobile phone number.



Mobile Connect is much more ..



Mobile Connect offers a range of services for digital transactions

Authentication

Simple and globally
ubiquitous **log-in**



authenticate



authenticate
plus

Authorisation

User **authorisation** of
SP requests



authorise



authorise
plus

Identity

Provision of user
identity



phone
number



sign-up



national ID

Attributes

Insights about the **user**,
device or **transaction**



KYC match



account takeover
protection

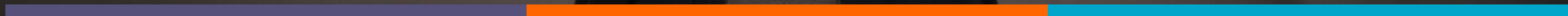


verified
MSISDN



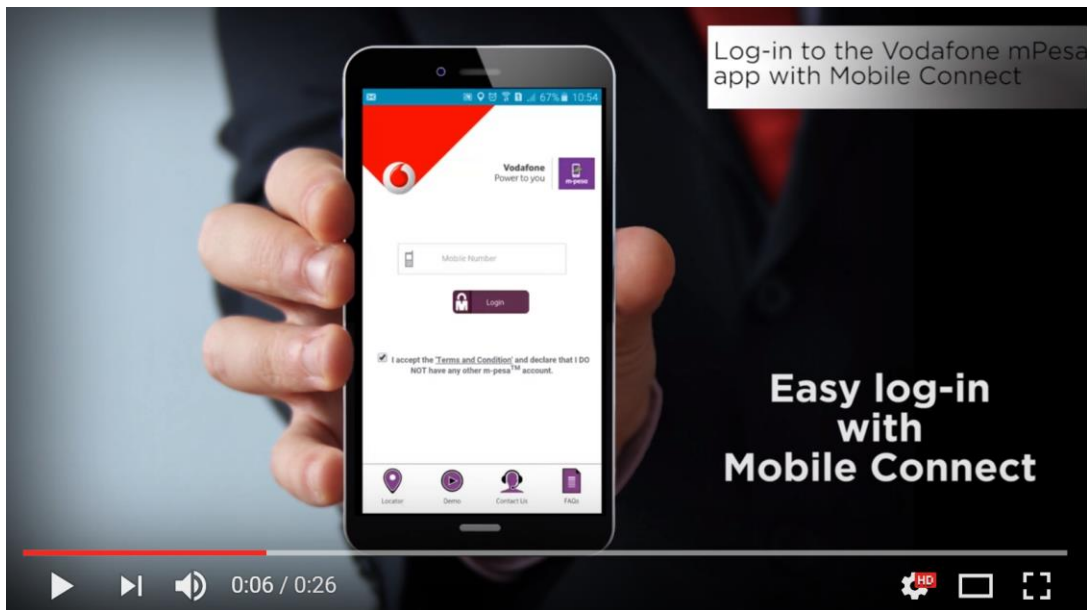
Helping users manage their identity across their **digital footprint**

[Intro video](#)



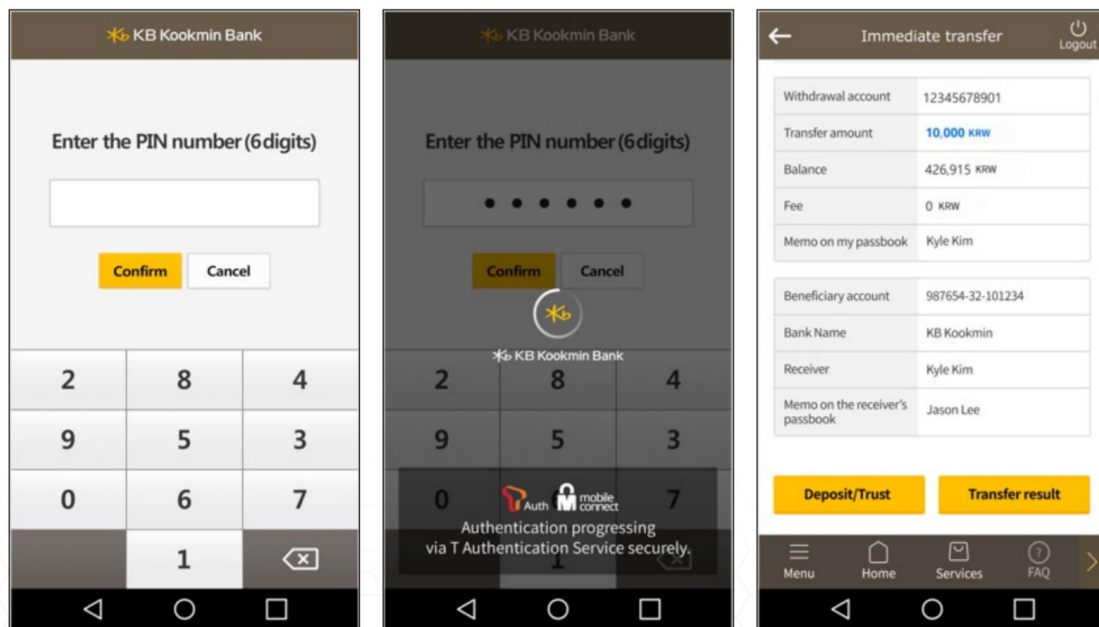
Authentication - Vodafone (India) mPesa and Mobile Connect

- mPesa is a mobile phone-based money transfer, financing and microfinancing service



Authorisation - SK Telecom & Kookmin Bank (South Korea)

Money Transfer on Kookmin bank's mobile app using Mobile Connect



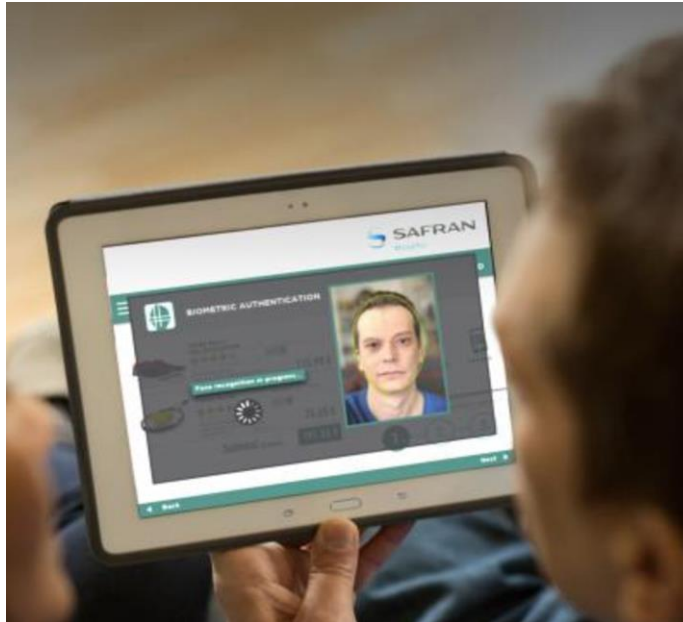
Identity - Payfone Mobile Authentication (US)

- Reducing steps for identity verification with Mobile Connect (7 vs 3 steps)
- No manual entry, no text messages, no passcodes



Attributes - Morpho's (Safran) facial recognition solution (India)

Eliminating passports – with biometric verification at airport self check-in

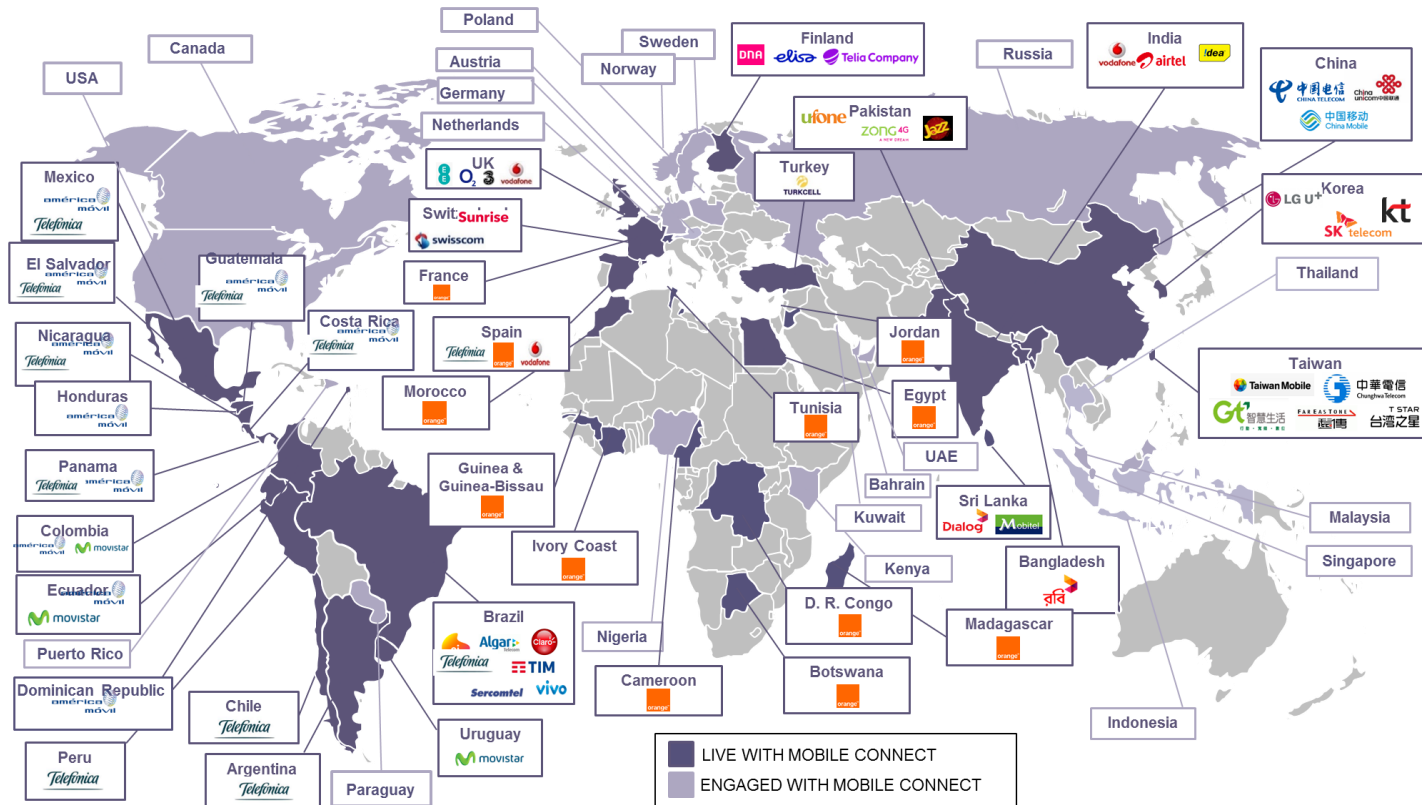


Attributes - InterBev's vending machine with MePIN (US)

Age verification for alcohol purchase control



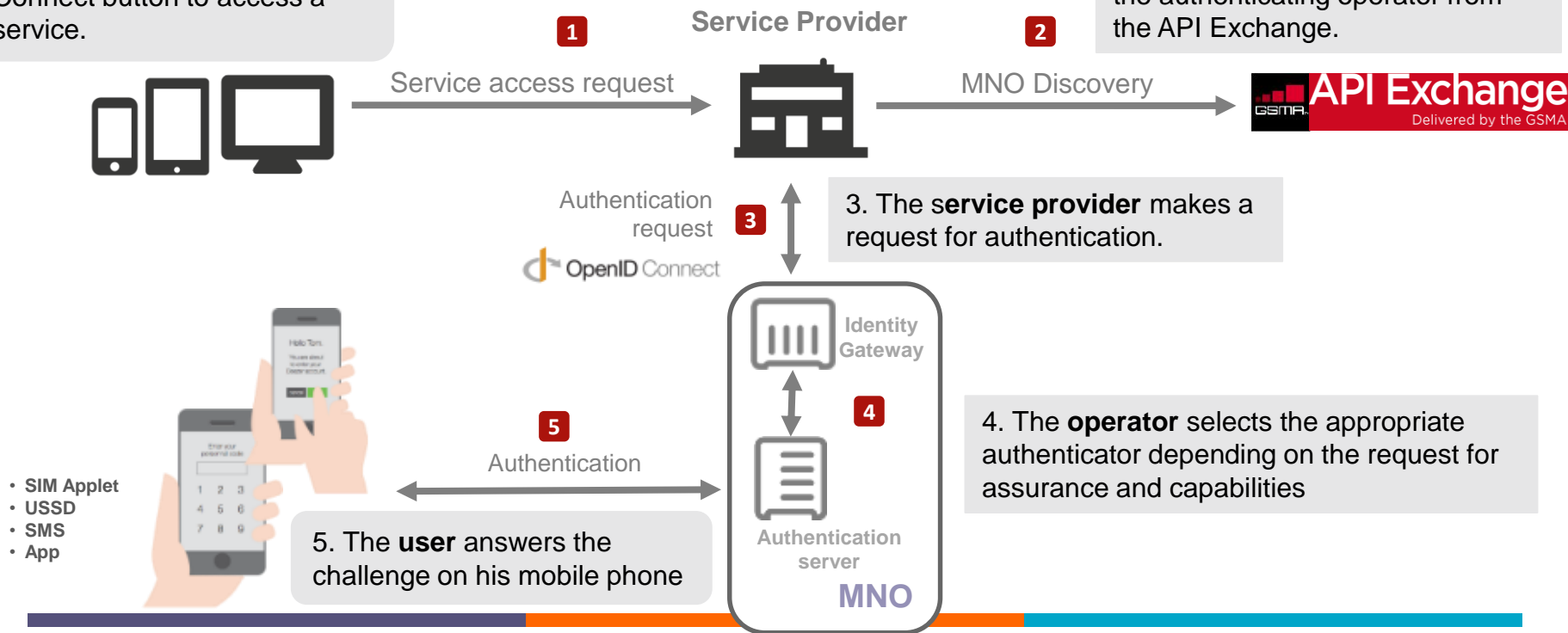
72 operators have deployed Mobile Connect in over 30 markets



Standard APIs and Global Discoverability

1. The **user** clicks on a Mobile Connect button to access a service.

2. The **service provider** requests the authenticating operator from the API Exchange.



Operators need to act fast

Identity, a core part of Operators' strategy

Identity, to be coupled with RCS



If you would like more information, please contact the GSMA via:

mobileconnect@gsma.com

+44 (0) 20 7356 0600

www.gsma.com/identity

Follow the GSMA on Twitter: @GSMA

GSMA London Office
The Walbrook Building, 25 Walbrook, London EC4N 8AF