FROM A PROPOSAL TO HAPPY MARRIAGE

INTRODUCTION TO MOBILE CONNECT

GlobalSign
GMO INTERNET GROUP

- VP of Sales Engineering
- Long history in telecom industry
- Participation in standardization efforts

KEITH UBER

- Marketing Manager
- 15 years in information security
- Participation in standardization efforts

PETTERI IHALAINEN

GlobalSign
GMO INTERNET GROUP

ABOUT US

GlobalSign is an identity services company providing cloud and on-premise IAM and PKI solutions for enterprises needing to conduct safe commerce, communications, content delivery and community interactions.

- Over 5000 Global partners
- Over 30 000 Customers
- 300 000 Companies use our IAM technology each month
- Over 10 years of experience in Identity and Access Management

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AGENDA

SEEKING THE RIGHT PARTNERSHIP(S)

Mobile Network Operators and online service providers finding each other

A PROPOSAL YOU CAN'T REFUSE

What will be the proposal for the online service provider that is too good to pass

GROWING TOGETHER

Mobile Connect and identity and access management can provide growth paths for both the mobile network operator and the online service provider

MOBILE PKI

From the early days of Mobile PKI in 2007. Native ETSI MSS support

KATSO

e-Government identity & authorization management portal. 104 connected online services

STANDARDS

GlobalSign IAM Team has been participating in the standardization of IAM protocols for years

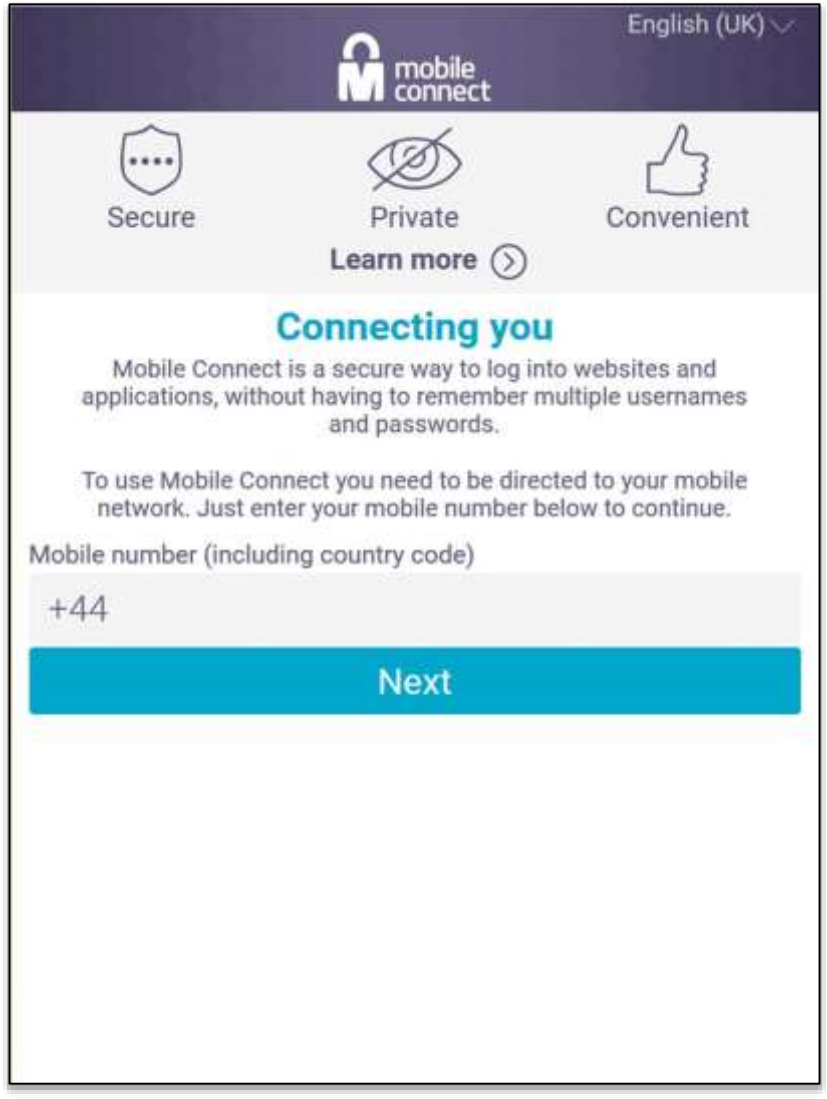
FEDERATION

Our technology is used in large scale federation networks linking dozens or hundreds of organizations

WE'VE BEEN THERE

CHICKEN & EGG - IS THIS A PROBLEM?

Mobile Network Operators have the opportunity to remove the biggest obstacle in Service Provider onboarding – the customers. With millions of subscribers and potential Mobile Connect users the MNO is well positioned to offer convenient user authentication to online services

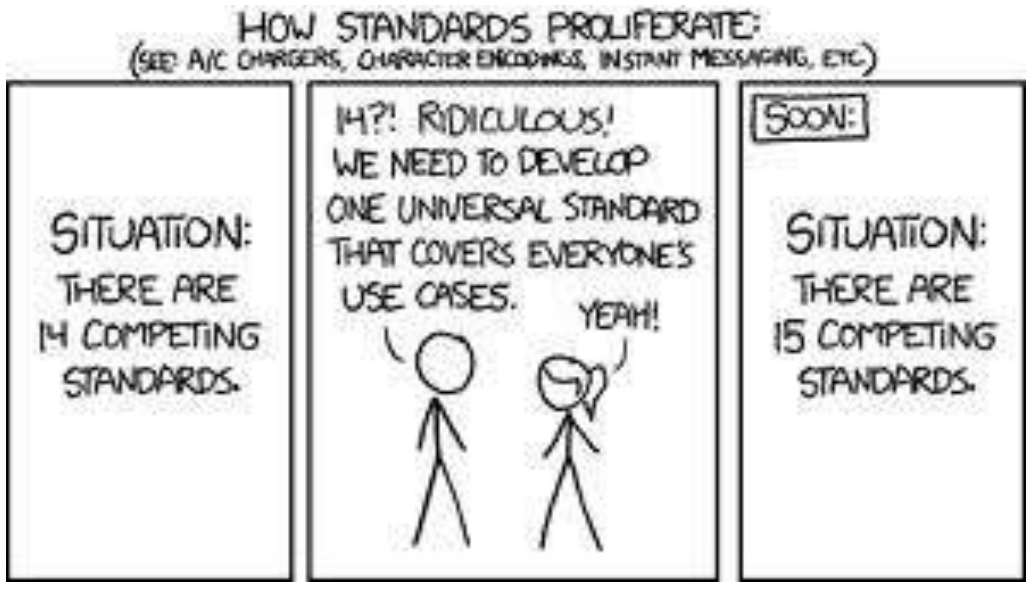


THIS IS IT - TRULY GLOBAL

Mobile Connect is a federated protocol, so no matter where you are or which service you are using, the experience at the service provider is always the same. All you have to remember is your phone number – and have a mobile device

CHANGE RESISTANCE - NEW TECH?

Online service providers already have selected their technologies. Adding new, and sometimes viewed as critical, technology causes change resistance – MNOs need to make the integration as easy as possible for the service provider – preferably without adding complexity



FACT OF LIFE - MULTIPLE STANDARDS

For implementing mobile phone authentication there are multiple standards you can pick up. But the online services can also utilize different standards for external authentication.

TOTP

OAuth 2.0

Mobile Connect

FIDO

ETSI MSSP (e.g. CPAS8, GSMA)

1999 2011 2012 2014 2015

2002 2003 2005 2006 2007 2008 2012 2014 2015

SAML 1.0

SAML 1.1

Liberty Alliance ID-FF

SAML 2.0

WS-Federation 1.1

OpenID 1.0 OpenID 2.0 OpenID Connect

Mobile Connect

OAuth 1.0 OAuth 2.0

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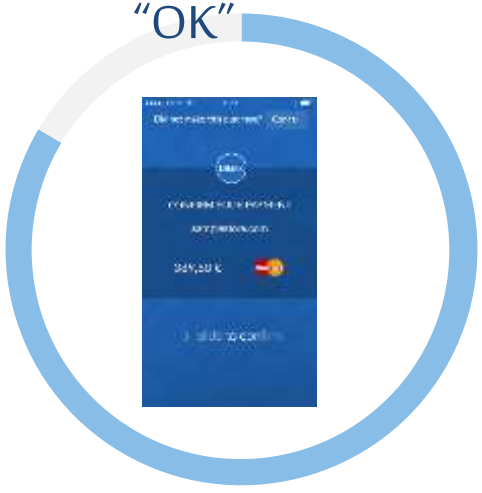
Level Of Assurance

"OK"



Authentication is based on the presence of the token (mobile device). Swipe, click ok etc…

OTP

One-time-passwords as an SMS message, mobile generated (offline), list etc…

STRONG

PKI, biometrics, multi-factor methods

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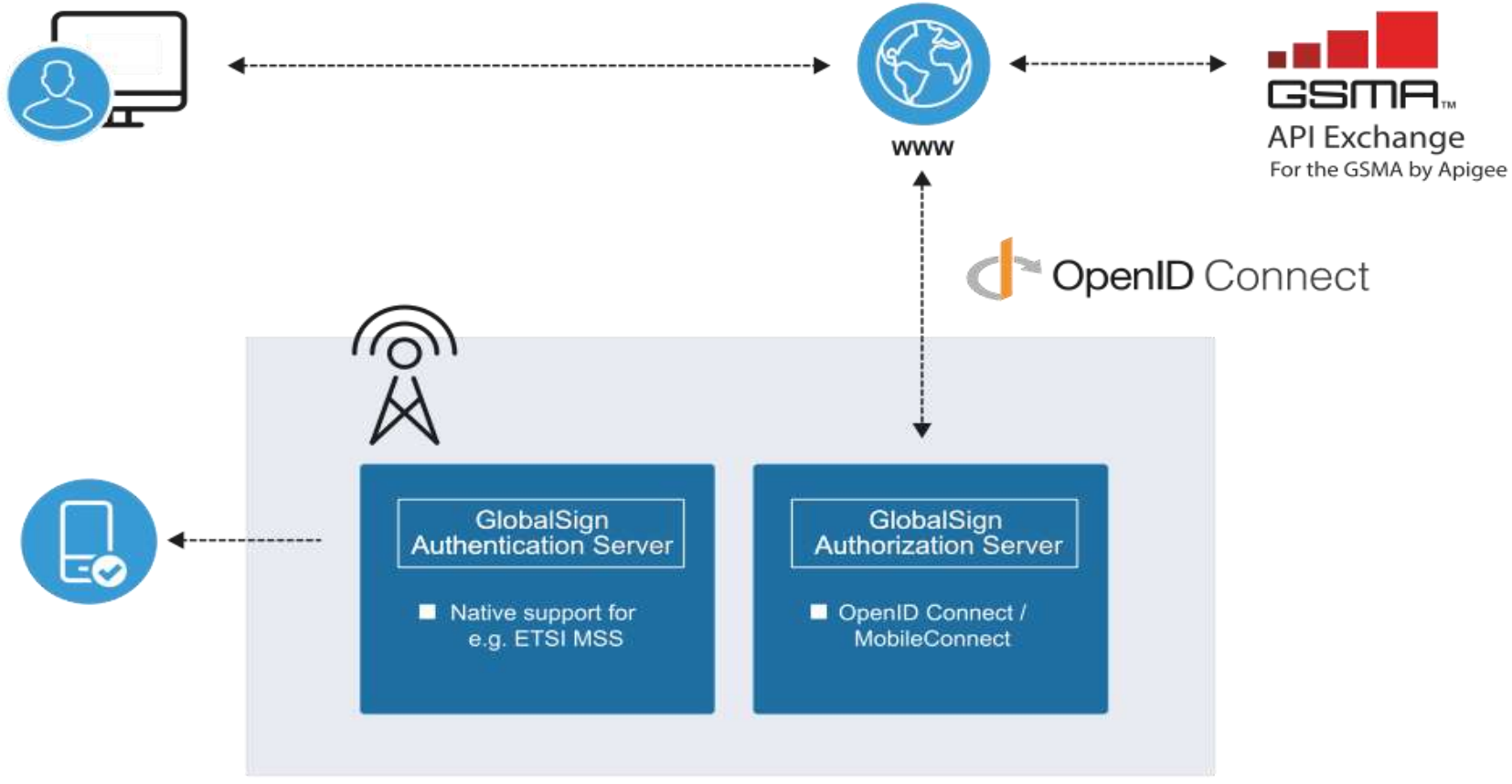
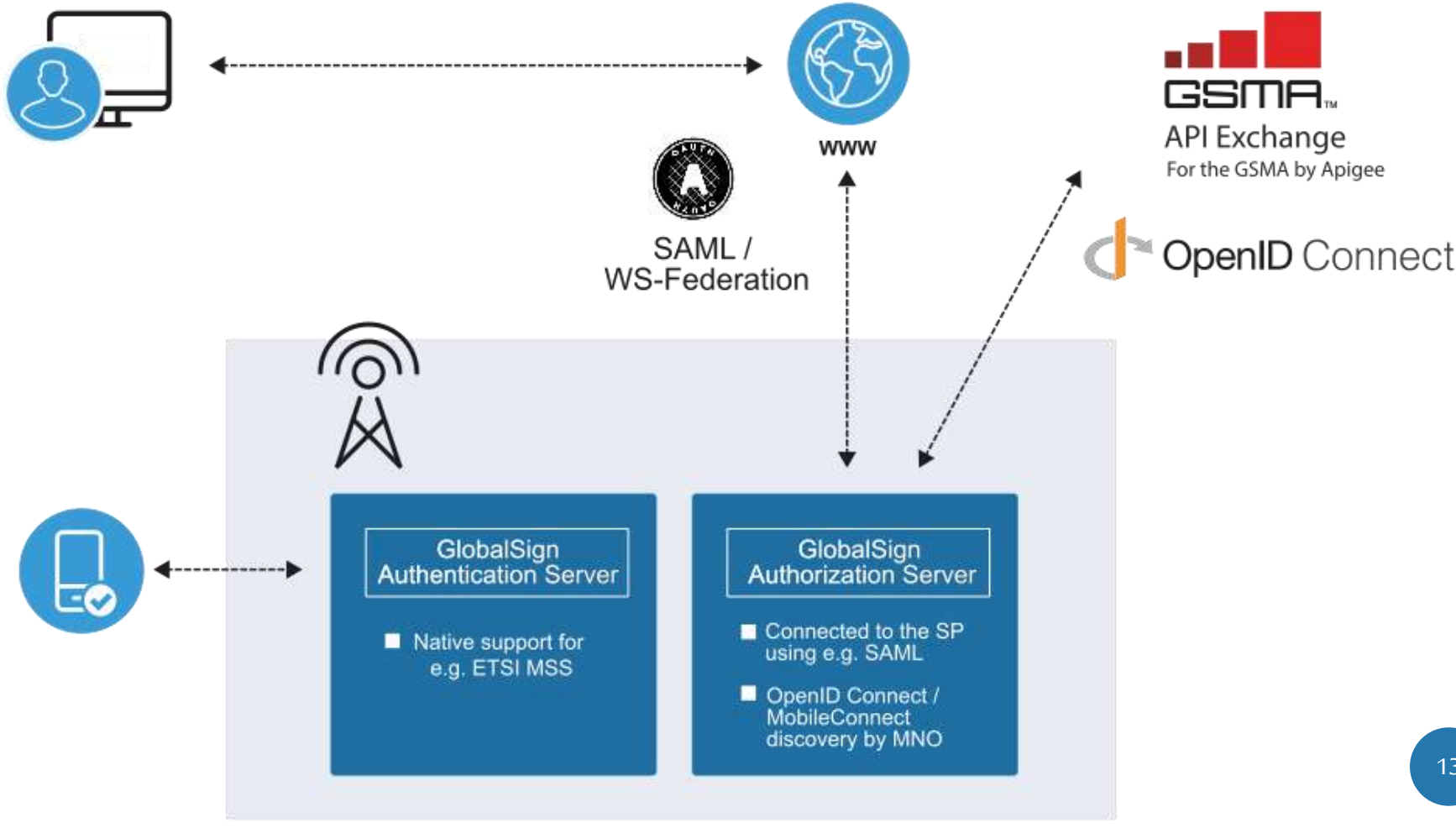
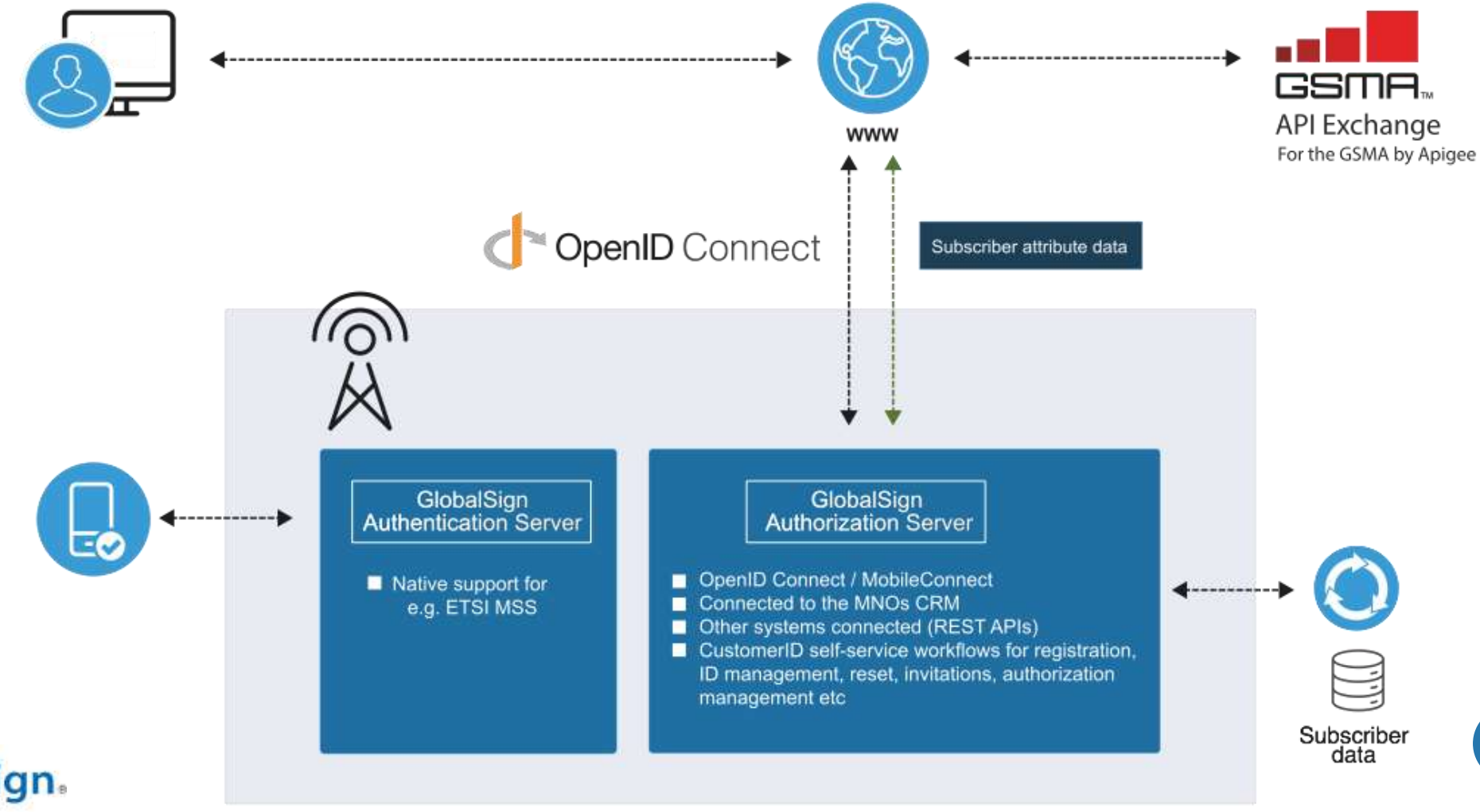
THE FIRST DATE



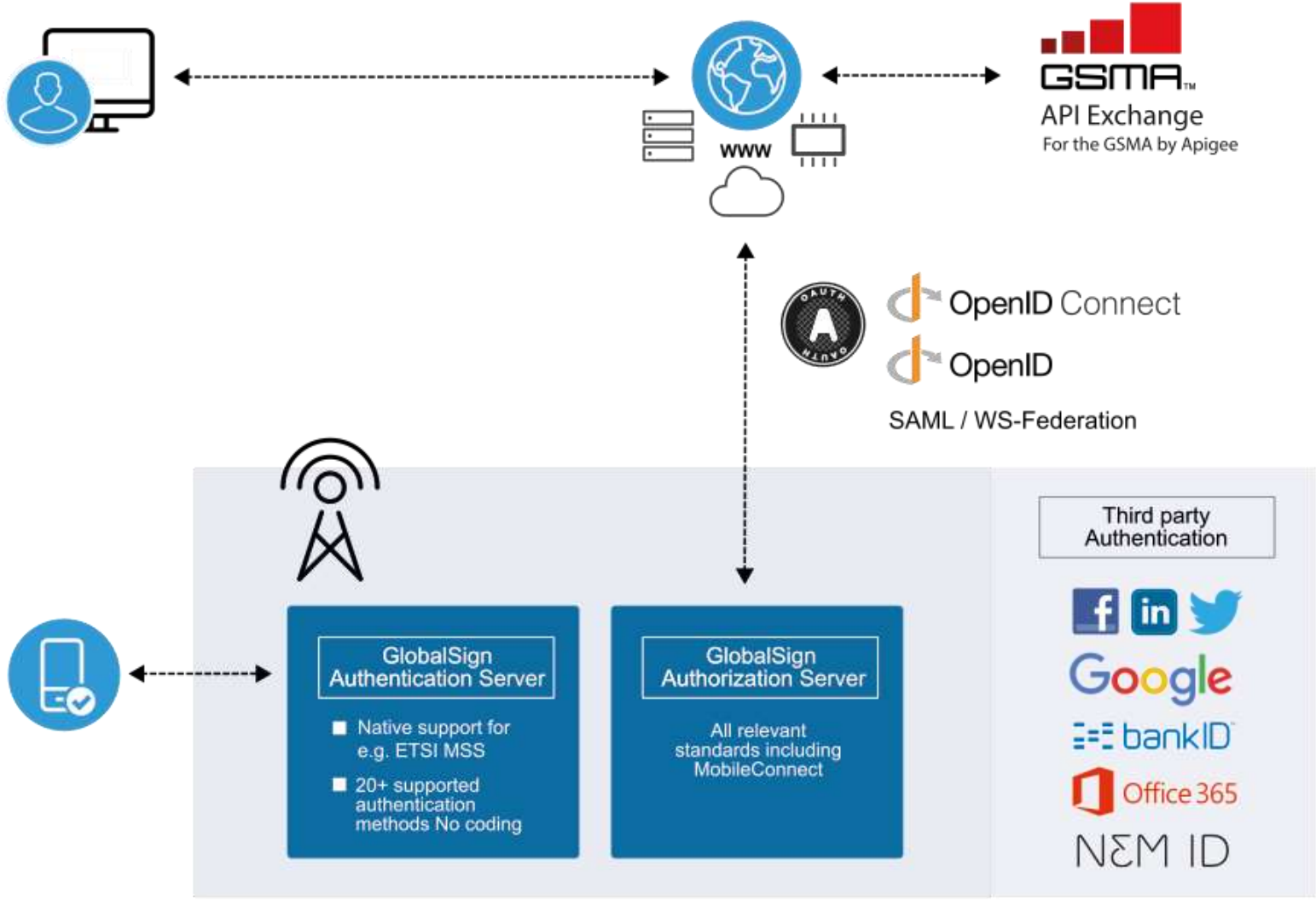
OVERCOME RESISTANCE



ENRICH THE RELATIONSHIP



FLOURISH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GSMA
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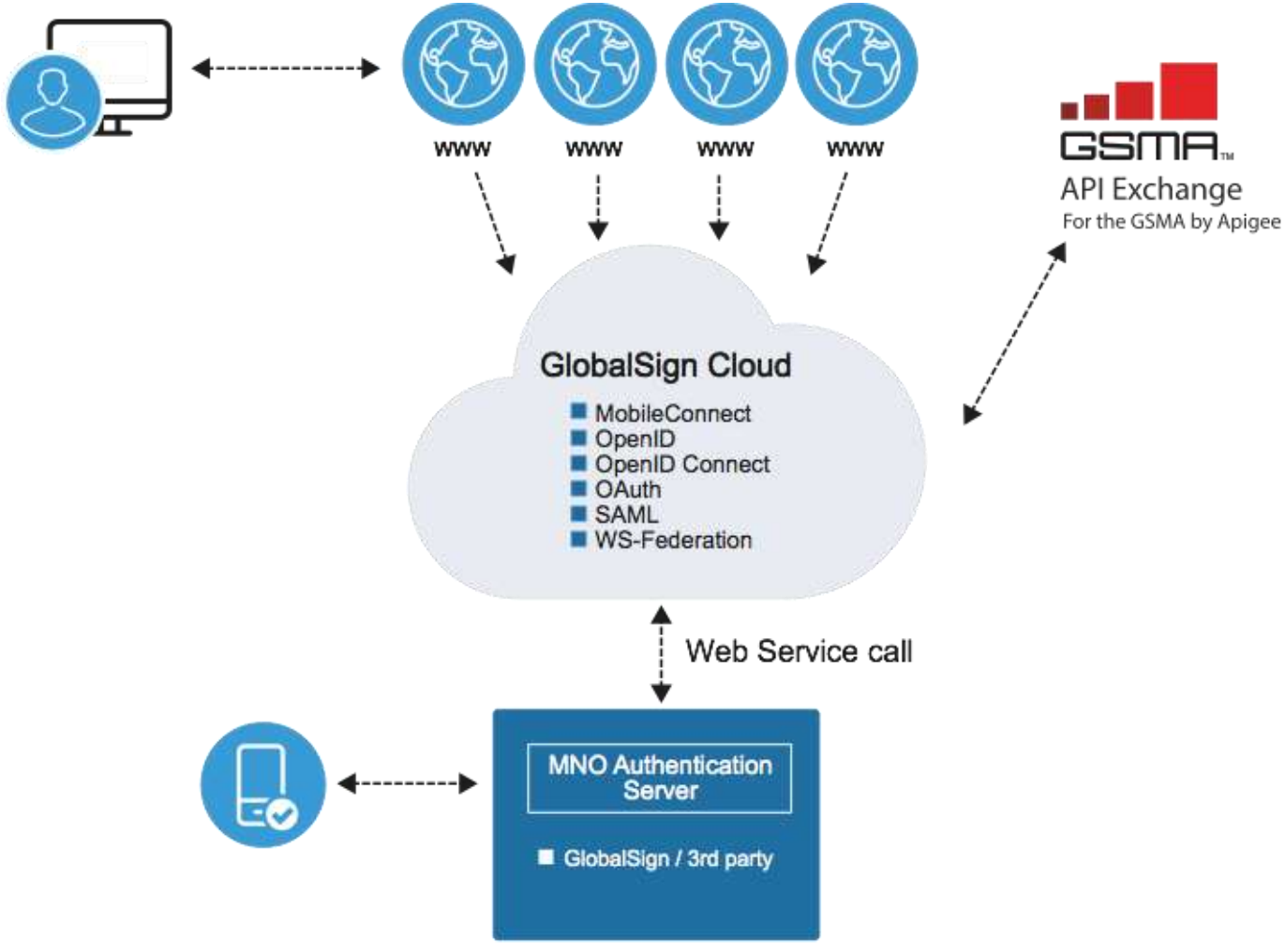
For the GSMA by Apigee
OpenID Connect
OpenID
SAML / WS-Federation
GlobalSign Authentication Server
Native support for e.g. ETSI MSS
20+ supported authentication methods No coding
GlobalSign Authorization Server
All relevant standards including MobileConnect
Third party Authentication
Google
bankID
Office 365
NEM ID

TINDER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OAuth
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Web Service call
MNO Authentication Server
GlobalSign / 3rd party

THIS NOT A TECNOLOGY ISSUE

- IT'S A BUSINESS OPPORTUNITY

BENEFITS

IT'S EASY

Solutions such as GlobalSign IAM can enable Mobile Connect in a matter of weeks (we've done it)

USERS LOVE IT

No more passwords. No more tokens. One identity – multiple services. Increase loyalty.

GROWTH

Reduced churn and acquire new business customers from online service providers. New business opportunities.

IT'S EASY

Multiple standards are available to integrate the online services to Mobile Connect

USERS LOVE IT

No more passwords. No more tokens. One identity – all your services and partner networks. Increase CX

GROWTH

For the service providers new business and consumer customers through the operator subscribers, easier conversion

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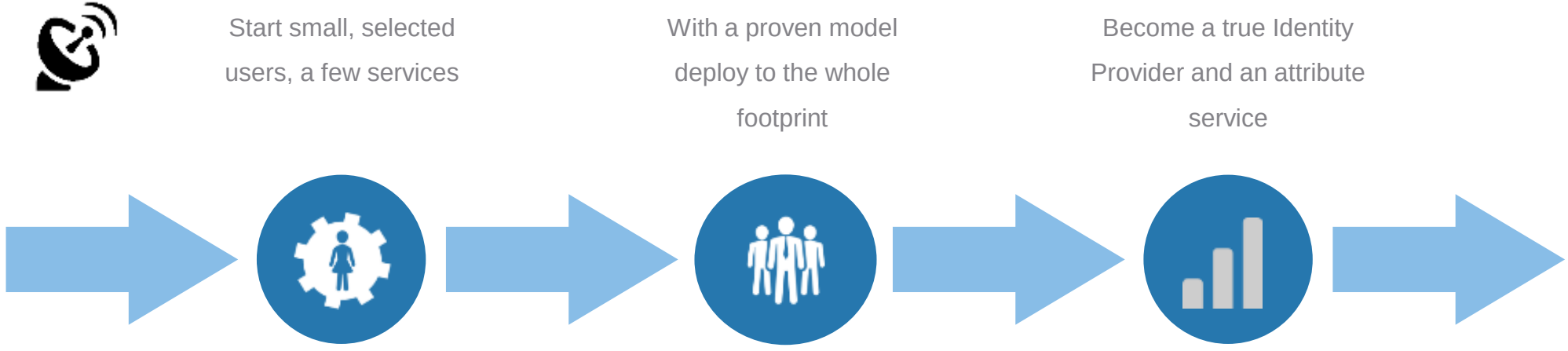
THE RIGHT WAY



PROOF

Start small, selected users, a few services

Begin with a single service and a pilot group to evaluate

LAUNCH

With a proven model deploy to the whole footprint

Integrate all your services and launch to your customer base

BECOME MORE

Become a true Identity Provider and an attribute service

Include stronger authentication options, link Mobile Connect with existing accounts

BUSINESS MODEL

SERVICES

Subscription model for online service providers

Monthly /
Per user /
Per transaction /
Free

ATTRIBUTES

Online service providers can query additional attributes about a user.

LOA

Stronger authentication, step-up, and confirmation with LOA3 and LOA4

CLEAR

Transparent and clear pricing models for online service providers

AND THEY LIVED HAPPILY EVER AFTER

MUTUALLY BENEFICIAL

Both the mobile network operator and the online service provider will benefit from the relationship

COMPETITIVE EDGE

Ease of use, security, convenience and overall smooth customer experience will give you a competitive edge

GROWTH

It's not just authentication. Mobile Connect will help you better know your customers. Single identity can create new business opportunities, increase conversion and reduce churn.

THANK YOU

STAND 7J12, HALL 7

Information

GlobalSign, founded in 1996, is a provider of identity services for the Internet of Everything (IoE), mediating trust to enable safe commerce, communications, content delivery and community interactions for billions of online transactions occurring around the world at every moment.

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