



USING EXTERNAL BUSINESS & SOCIAL IDENTITIES

Use existing digital identities from business and social network to streamline registration and login

EXTERNAL USERS ALREADY HAVE AN EXISTING DIGITAL IDENTITY FROM THEIR BUSINESS NETWORK OR SOCIAL NETWORK. Forcing users, especially customers, to create a new identity to register for and gain access to digital services creates avoidable barriers to site entry and increases user friction during use. Business networks like LinkedIn manage structured professional identities. Social networks like Facebook and Twitter provide a convenient identity that is immediately available and easy to use. Creating 'yet another identity' just for your service also means risk and cost with compliance and regulatory demands.

MAKE IT EASY FOR CUSTOMERS TO REGISTER, LOGIN AND ENGAGE WITH YOUR SERVICES. THE UBISECURE IDENTITY PLATFORM ENABLES EXTERNAL USERS TO USE THEIR EXISTING BUSINESS AND SOCIAL NETWORK IDENTITIES WITH YOUR SERVICE.

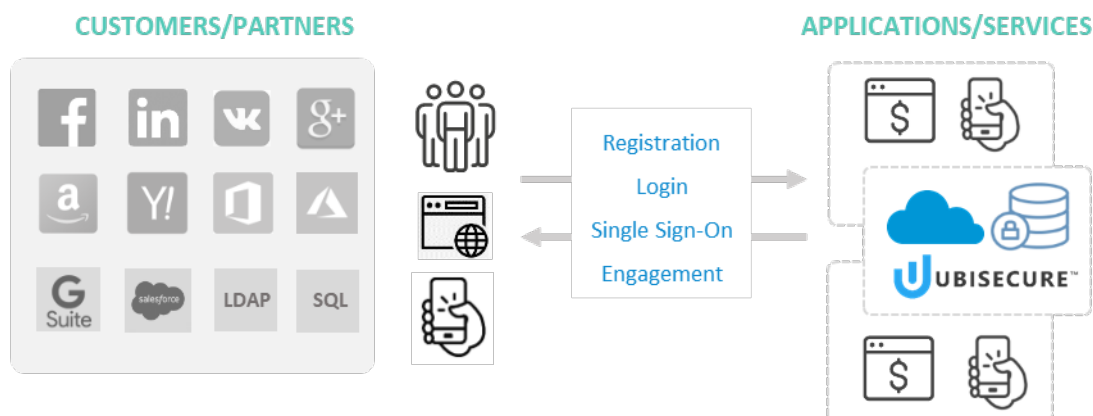
ALLOW THE EXTERNAL USERS TO BRING AND USE THEIR EXISTING IDENTITIES.

Dozens of existing identity providers are supported through a single API / toolkit, aggregating all identity providers and authentication technologies. Authentication Adapter microservice allows new Identity Providers to be added with ease.

Enterprise network users can automatically connect after a single organisational level agreement is made.

Users can utilise existing social identities for rapid access and can individually link their accounts with no overhead.

Some organisations have closed pools of validated identities that could be used securely and privately externally, such as telecoms providers, banks and other organisations employing KYC.





EASY IS THE BEST POLICY

Every visitor you receive is a potential customer. Improve your user experience and increase conversion with effortless site registration, login and engagement. Complex registration forms turn people away from a service. Reducing the friction for the end user is the key to successful conversion.



BRING YOUR OWN IDENTITY

Nobody wants yet more identity credentials or passwords to remember. Giving your users the option to bring their own identity turns this objection around. By allowing your users to use something that they already possess, their business or social identity, you can build consistent and user-friendly experiences for your customers. You can also allow your external users to use their own corporate identities to login into your services. After a simple registration and linking of the customer data, the users of your online services can simply Single Sign-On from their corporate network to your services as properly authorised representatives of their organisation.

Use existing, and highly ubiquitous, digital identities to streamline customer registration, login and engagement with your applications and services.

We can help you get started using existing Business & Social Identities - visit www.ubisecure.com or [talk to us](#) today.



About UbiSecure Inc

Founded in 2002, UbiSecure is a pioneering b2b and b2c Identity Services software and cloud services provider dedicated to enabling the true potential of digital business. UbiSecure's Identity Platform comprises of Customer Identity & Access Management (CIAM) and Identity-as-a-Service (IDaaS) solutions that allow businesses to put the customer's identity at the beginning of their journey to create a seamless, secure experience across digital services and devices. Uniquely, the Identity Platform also connects digital services and Identity Providers such as social networks, mobile networks, banks and Governments, to allow Service Providers to benefit from the rich, verified identities to streamline login, registration and customer engagement while improving privacy and consent around personal data sharing. UbiSecure is headquartered in Finland, with offices in the UK, and works through a network of local and global system integrator partners.

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