



A SIMPLER, SAFER WAY TO LOG-IN
IS IN OUR HANDS

Mobile Connect: Delivering a global authentication solution

Monday 22nd February, 12:00-14:00,
GSMA Seminar Theatre 1 & 2 **C**

The key to Mobile Connect's success is down to industry collaboration in providing an interoperable identity solution that will offer digital service providers the opportunity to improve user experience and further reduce the risk of identity theft, whilst still growing loyalty, market share and delivering consumer insights. In this service provider and operator focused seminar we will bring together a group of selected industry experts and high level representatives to discuss:

- Mobile Connect – launching to large scale enabled users and what that means to the mobile and wider service provider industries
- What global mobile reach means commercially to identity management
- Showcasing live deployments and how these have been successfully launched to market
- The opportunities Mobile Connect affords the digital identity market in the future

Mobile Connect: Driving global economic growth through secure mobile identity verification

Wednesday 24th February, 17:00-19:00,
GSMA Seminar Theatre 1 **C**

This seminar focuses on how Mobile Connect can drive uptake and support digital transformation in sectors including governments. Trusted digital identity is a key enabler for e-government realisation, reducing operating costs and empowering citizens. Mobile Connect can provide secure, reliable verification for national and cross-border services. We bring together industry experts, operators and public services to present and discuss:

- The growth and importance of digital identity in developed and developing countries
- Benefits which Mobile Connect can deliver to this ecosystem
- Key case studies with Mobile Connect and governments from Europe and North America
- Future opportunities for digital identity across the globe

Mobile Connect Map



INNOVATION
CITY

Get started with
Mobile Connect **A**

today at the GSMA Innovation City, Hall 3, Stand 3A11 & 3A31

Experience Mobile Connect at the GSMA Innovation City where operators who have successfully launched Mobile Connect will be showcased alongside their partners demonstrating the ease, added security and privacy delivered by the new standard in authentication.

Preview future use-cases for Mobile Connect and learn how simple, secure access benefits and transforms online businesses through increased customer loyalty and trust.

Mobile Connect:
A simpler, safer way
to log-in
is in our hands

86%

of consumers say they're concerned about security when online*



*Source: GSMA Consumer Research 2015

Digital Identity for Connected Societies*

Monday 22nd February, 11:00-12:00,
Auditorium 4, Hall 4 **B**

Putting Privacy at the Core of Digital*

Monday 22nd February, 16:45-17:45,
Auditorium 4, Hall 4 **B**

GSMA Seminar: Digital Commerce

The Remote Payments Opportunity

Tuesday 23rd February, 09:30-11:00,
GSMA Seminar Theatre 1 & 2 **C**

Digital Service Provider Workshop – Finance

Monday 22nd February 15:00-16:30
Hall 3, CC3, Level 1 Room 3.14B **D**

Digital Service Provider Workshop – eCommerce

Monday 22nd February 17:00-18:30
Hall 3, CC3, Level 1 Room 3.14B **D**

Digital Service Provider Workshop – Global Use Cases

Tuesday 23rd February 16:30-18:30
Hall 3, CC3, Level 1 Room 3.14A **D**

Vendor / Operator Speed Dating event

Tuesday 23rd February, 14:00-16:00,
Hall 3, CC3, Level 1 Room 3.14A **D**

GSMA Ministerial Programme*

The Future of Digital Identity in Building a Successful Digital Society

Tuesday 23rd February, 14:00-15:30,
Auditorium A, Hall 4 **B**

* Pass restrictions may apply



Mobile
Operators

Driving economic growth through secure access for digital services

Find out more at the
GSMA Innovation City **A**

Digital Service
Providers

Mobile Connect can:

- Unblock sign-in to unlock sales
- Reduce friction and drop-out rates
- Maximise successful transactions
- Enhance consumer engagement with more frequent log-ins
- Reduce operating costs

Find out more at the
GSMA Innovation City **A**



79% of consumers are likely to adopt Mobile Connect*

* Source: GSMA Consumer Research 2015

Visit us at the GSMA Innovation City for more details **A**



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mobile
connect

Secure digital identity is now in our hands



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THE NEW STANDARD IN
DIGITAL AUTHENTICATION

Stands featuring
Mobile Connect are
listed below, for very
latest information,
check your MWCApp

Gemalto

Hall 5 Stand A80

Giesecke & Devrient

Hall 7 Stand A41

GlobalSign

Hall 7 Stand J12

Huawei

Hall 1 Stand J50

Meontrust

Hall 7 Stand J12

Morpho

Hall 6 Stand G30

NokNok Labs

Hall Upper Walkway Stand UW7.11

Orange Business Services

Hall 5 Stand 5A61

Telefónica

Hall 3 Stand 3J20

