



# Beyond authentication: monetising identity services

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Can we **monetise** customer data in a user friendly, non intrusive way which adds real **value** and **utility** to our **customers**?

Much of the traditional thinking on data monetization has focused on **targeted advertising**

**Simple** models



Relatively **low investment** needed from MNOs

Generally understood by **consumers**



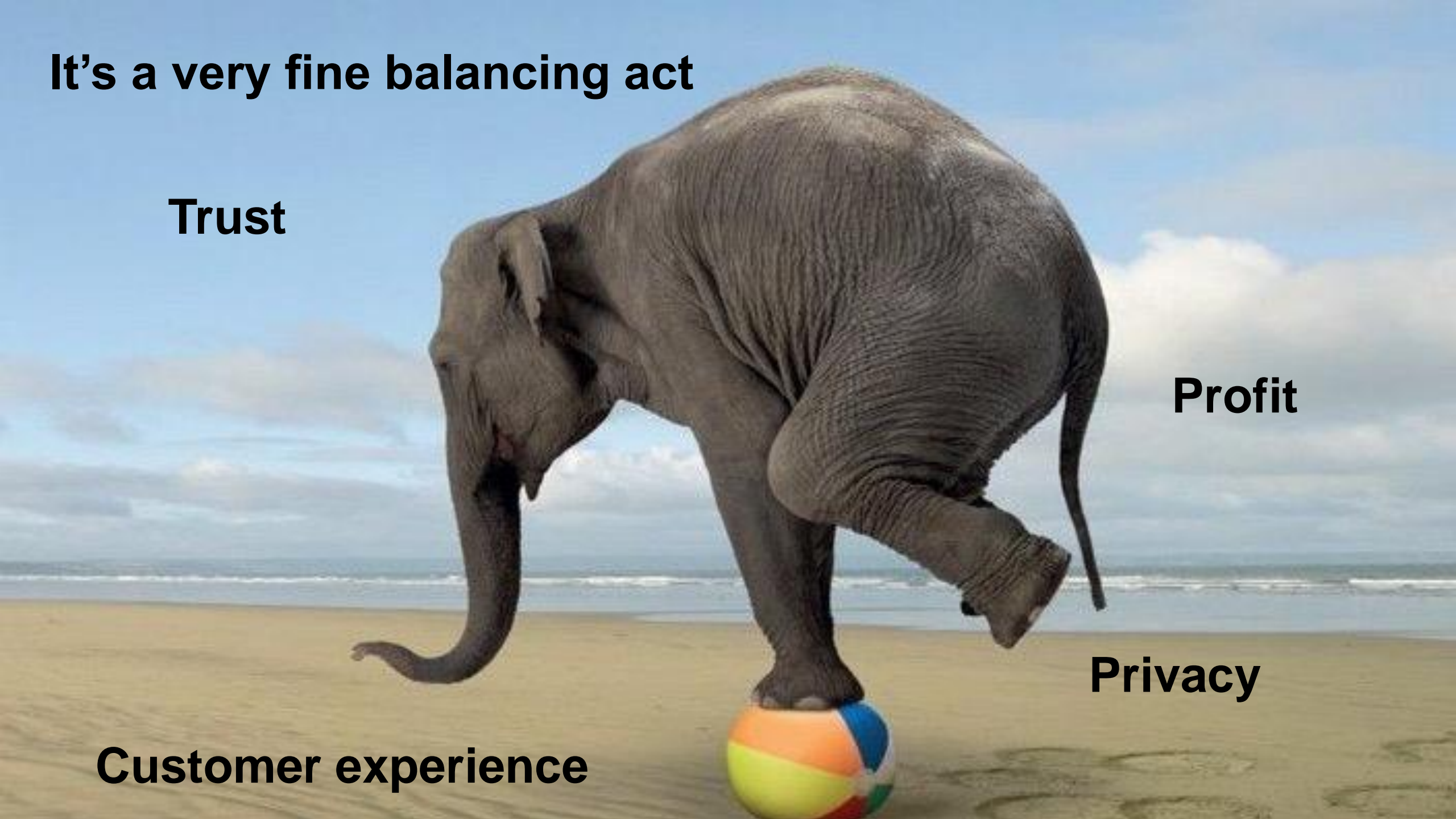
**It's a very fine balancing act**

**Trust**

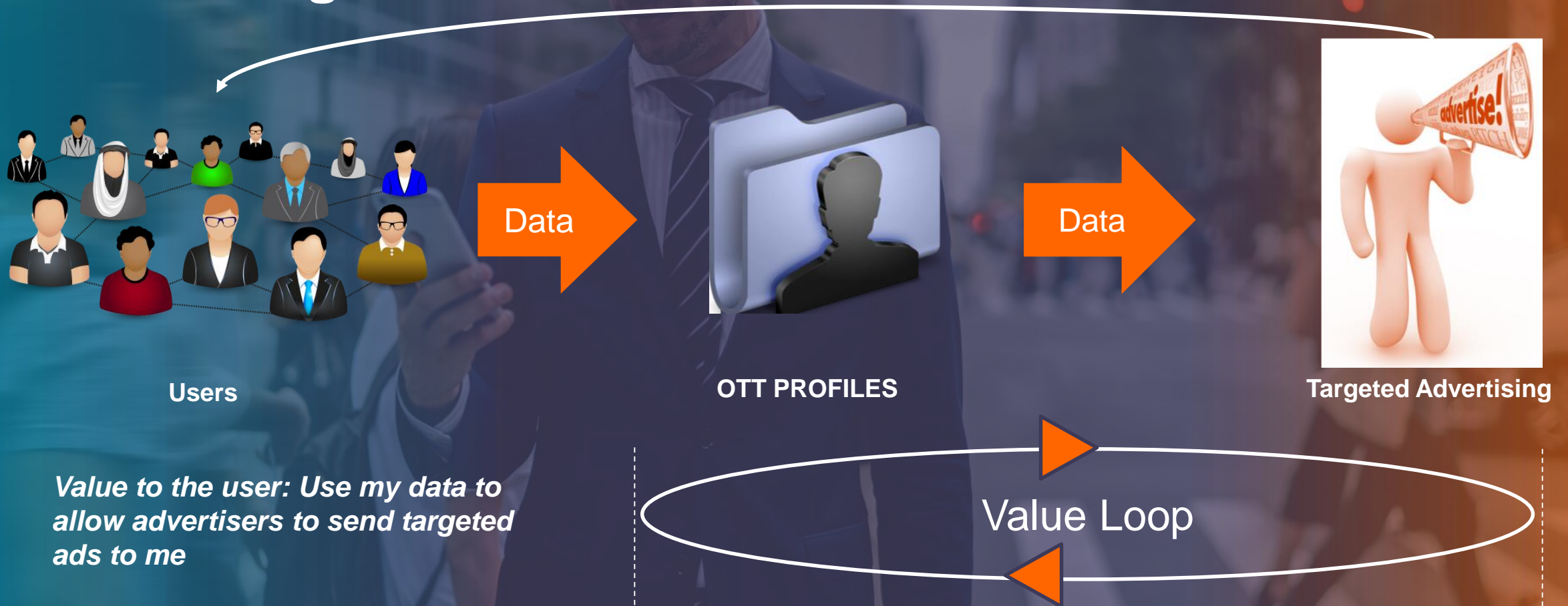
**Profit**

**Privacy**

**Customer experience**



# OTT players using user data to create value for advertising networks





Can we **monetise** customer data in a user friendly, non intrusive way which adds real **value** and **utility** to our **customers**?



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# Adding value with Mobile Connect



Fraud Reduction



Payment Authorisation



New Account Opening



Proving Identity



GDPR Consent  
Capture



Password-less Login

# What are mobile operator attributes?



Know Your Customer (KYC)  
Age  
Phone Number  
National ID



Account Takeover Protection (ATP)  
Location  
Lost/Stolen  
Network Presence



Account Tenure  
Last Top Up Date  
Account type  
Billing Segment  
Deactivation



# MNOs can monetise user data whilst providing *value and utility to the user*

Service



Data



User Consent

Data



\$

*Use my data to send Uber my location, allow my bank to protect my account from fraudsters, let AirBnB validate my identity*

Value Loop

End user **consent** is critical to both adherence to regulatory frameworks, and maintaining **end user trust**

I agree

I disagree



- **Informed**
- **Transparent**
- **Stored**
- **Seamless**



# Attributes are directly monetisable

## Demand

- Organisations transacting with end users are continually looking to improve knowledge of their customers.
- For better customer experience
- To increase targeting and cross and upselling
- To reduce fraud

## Supply

- MNOs have a reliable supply of Network and Identity Attributes which meet the demand

## Monetisation

- The market has demonstrated clear willingness to pay for these attributes

## Attributes market size

**\$9.3 billion**  
**recognised global  
addressable market size**

For global Identity and Network attributes in 2020  
(USD\$):

- Market size estimate will grow as more use cases are recognised as addressable by operators





Identity



Network



Account

High

Expected Price Point

Low

KYC Share

KYC Match

DOB

National ID

Date last top-up

ATP

Lost/Stolen

Phone Number

Age Verification

Account tenure

Deactivation

Location

Network Presence

Verified MSISDN

Account type

Billing Segment

High

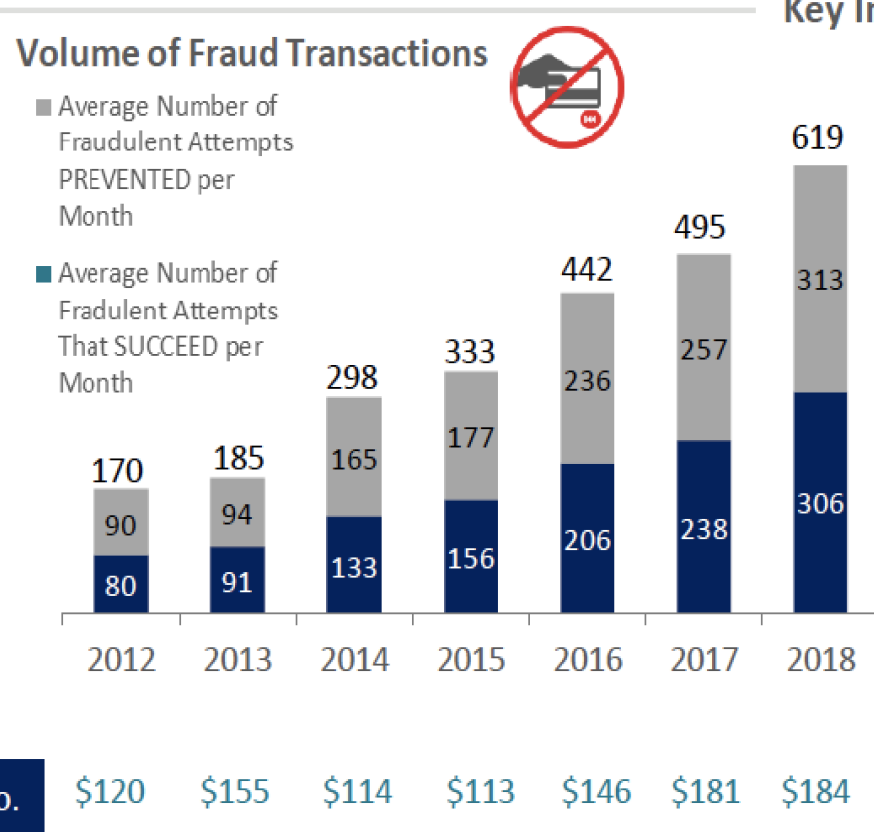
Effort to expose

Low

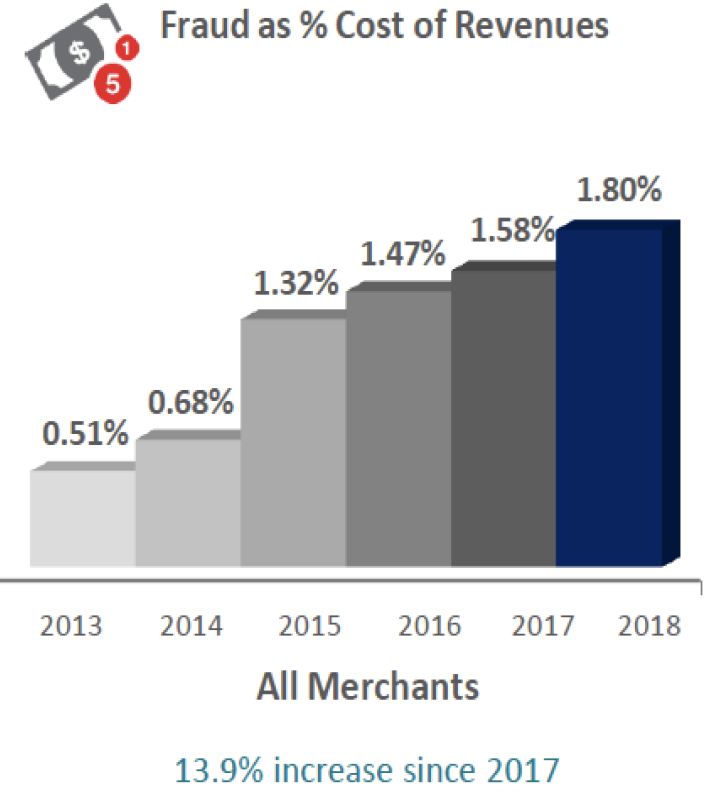
# Fraud continues to grow



Avg. Transaction Value / Mo.



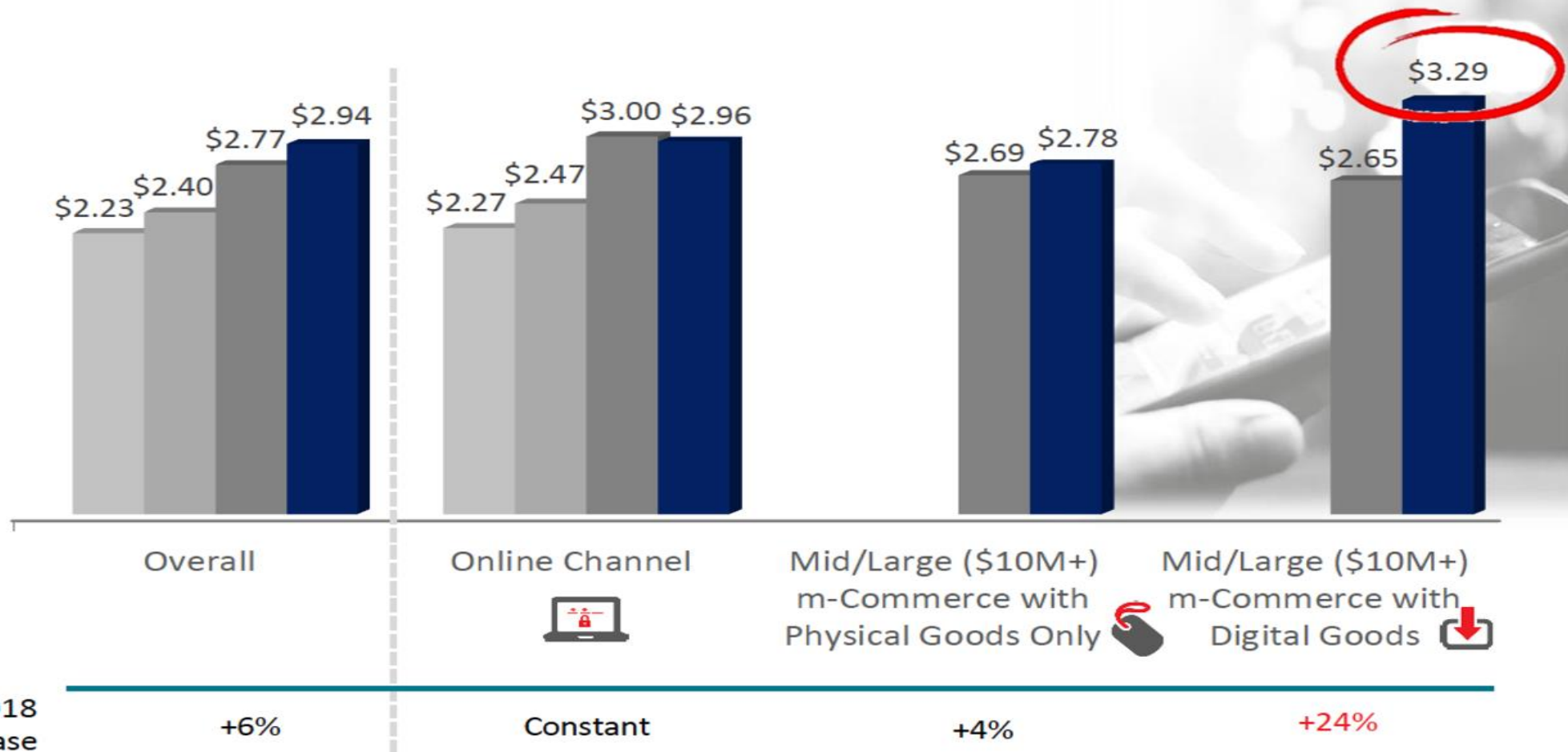
### Key Indicators



# And cost of fraud via the mobile channel is growing fastest

## LexisNexis Fraud Multiplier<sup>SM</sup>

2015 2016 2017 2018





# UK business snapshot - banking: KYC and Account Takeover Protection (ATP)

## UK annual revenue

**£30.8** million  
**recognised market size**

For KYC and ATP 2020 (GBP£):

Market size estimate will grow as more use cases are recognised as addressable by operators



account takeover protection



KYC match

## Snapshot Description

A detailed analysis of the UK banking sector was carried out on a sub set of Mobile Connect attribute products. No other sectors are included in this analysis.

## Product Set

KYC and ATP

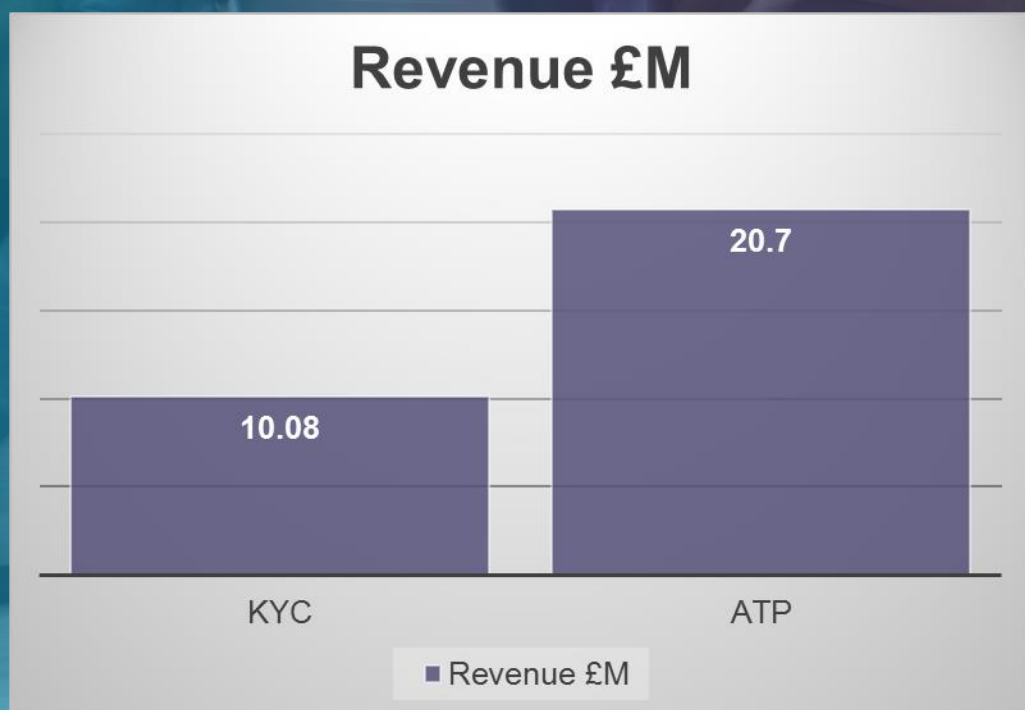
## Methodology

Based upon a subset of real transactions carried out with UK MNOs and banks

Extrapolated to include all banks and MNOs in the UK

# UK business snapshot - banking: KYC and Account Takeover Protection (ATP)

## Revenue breakdown by product



## Key assumptions

- 101M UK bank accounts
- 2.5 ATP transactions per year per account
- 1.5 KYC transactions per account per year (including back book check regulatory compliance)
- 60% response rate to KYC request

Are **Mobile Connect**  
**attributes** the answer?





# WIN

# WIN

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## CUSTOMERS

- Derive more value from their mobile operator
- Increase convenience and security

## OPERATORS

- Highly profitable new service
- Deeper relationships with customers

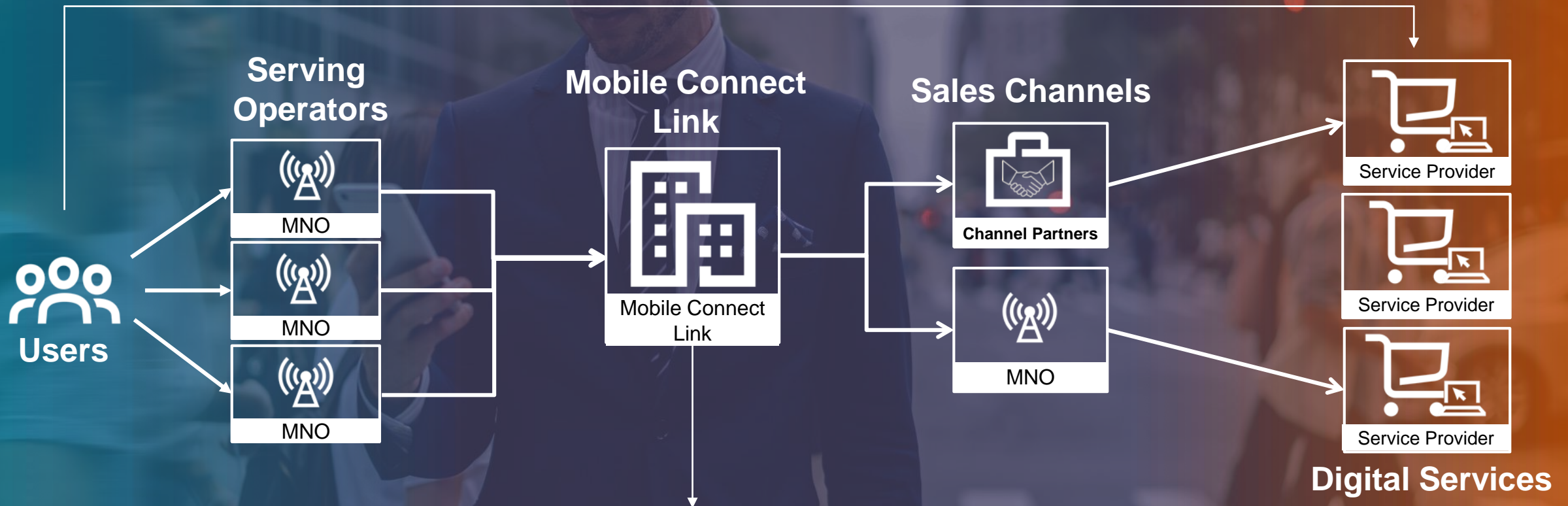
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# Mobile Connect accelerates your market

- Standardisation
- Case studies and best practice
- Business via global service providers
- Support for international cross border opportunities
- MC Link

# GSMA Mobile Connect Link

A one-stop-shop for Mobile Connect



- Centralised commercial interface for buyers
- Matches supply to demand and provides billing and settlement, service monitoring and support
- Managed by GSMA