

YourID for Telcos

Our mobile devices are at the center of our connected lives. We use them for communication, payments, banking, gaming, work and interacting with increasingly automated environments. As such, it is the role of the mobile operator to protect a user's identity at all costs. The phone is a vector for today's most sophisticated types of fraud including SIM swapping, social engineering, phishing and spoofing. Meanwhile, there is a growing demand for a trusted identity broker, but without the proper infrastructure, governance, and established framework to build a chain of trust, many telcos are left relying solely on knowledge and device-based authentication without any human element.

YourID offers a solution. As the world's first trusted identity platform based on shared governance and the flexible use of whichever technologies are best suited to a given scenario, YourID offers essential benefits to organizations across a wide range of sectors:

1. **Significant reduction of costs**
2. **Defending against identity theft and fraud**
3. **Delivering the best user experience**
4. **No user adoption problems due to joint effort**
5. **Ensuring regulatory compliance**

For telcos specifically, here's what those benefits look like in detail:

- With YourID you save 90% of authentication implementation costs, by sharing these costs with all other partner platforms. Authentication security is guaranteed by a single entity – YourID – which means no money wasted on multiple authentication providers or building your own costly solution. In addition, you minimize administrative costs for you and your clients by eliminating password resets and token replacements.

- Customers gain easy access to online accounts through biometric authentication and YourID assures that customers are who they say they are at each and every visit. This improves the self-service experience.
- Improved onboarding thanks to YourID's streamlined 'one-click' account creation process.
- Operators stand to become the trusted identity providers for the world. According to Javelin research, by 2024, over 3 billion users worldwide will rely on telcos as identity providers, and with YourID, you can ensure clients' identities are protected.
- Trusted identity on your mobile network means less spam. With biometrics verifying users, YourID anchors trust upon enrollment, protecting your network from robocallers, number spoofing, and social engineering scams.
- Phishing attacks can no longer target clients, because there are no passwords to steal.
- Fake sites designed to capture customers' Personally Identifiable Information (PII) will be flagged, as YourID verifies not only site visitors, but the websites themselves.
- GDPR compliance is assured as customers gain control over the sharing and revoking of their data.
- Compliance with PSD2 Regulatory Technical Standards ensures safe and simple financial transactions.
- Compliance with Know Your Customer regulations.
- Align your brand with the pinnacle of trust. Using YourID proves to your customers that you care about their security, privacy and user experience.
- YourID will offer dedicated promotion of your organization during the platform's launch phase.

To learn more about how YourID can benefit your organization, and how you can become a YourID partner, contact us today.

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