The evolution and future of digital identity

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Imagine
Imagine a future...

- where you have one set of credentials to manage

- for all your important services
...which you could use for

- Onboarding
- Authentication
- Electronic signatures
- Attribute verification
...across many services

- Insurance
- Bank
- Government
- Health
- Apartment rental
- Virtual doctors visit
- C2C platform
- Student acceptance
- Student loan
- Car sharing
- Tanning salons
- eMessages
- Vehicle registration
- Car leasing
- Car leasing
Benefits

- For the consumers
  - One set of credentials to remember
  - Simplifies
    - Onboarding
    - Authentication
    - Electronic Signatures

- For the service providers
  - Receives verified information
  - Offloading with the task of authentication
  - Reduced fraud
This is the Nordics today
“The future is already here, it’s just not very evenly distributed”

William Ford Gibson - 1993
eID in the Nordics today

- Used 5 billion times in 2018

- >80% of a population of 25M have an eID

- Each person 5-10 uses/week
How did we get here?
Banks in early 2000:

“Let’s not compete on identity”
The Nordic countries

- Much in common
  - Political, Legal, Culture

- High trust, welfare societies
  - Within the country
  - Between the countries

- Long tradition of political co-operation
  - Nordic Council of Ministers
  - Regular meetings at ministerial and other levels
History, usage and penetration

**BANKID**  Sweden
- First issued in 2003
- 8 million users
- 2.5 billion transactions
- Mobile version since 2010
- 78%

**TUPAS**  Finland
- First issued in 2003
- 4.7 million users
- Transactions n/a
- Mobile version since n/a
- 87%

**BANKID**  Norway
- First issued in 2004
- 3.9 million users
- 600 million transactions
- Mobile version since 2009
- 74%

**NEMID**  Denmark
- First issued in 2010
- 4.8 million users
- 704 million transactions
- Mobile version since 2018
- 85%
What does it look like in 2020?
Personas

The tax-payer

The traveller

The banker

The patient

The shopper

The professional

The dater

... and many more
Trusted attributes

Is a business
Norway
Worth 10MEUR

Is a person
Female
20ies

Is a person
Male
30ies
Legal action to reveal the identity
Identity custodians

My credentials

My personal data
Your device “knows” that it is your possession

No need to bother you with authentication
Window of opportunity
Who do you trust?

Who do you most trust with your data to provide and manage your electronic identity (eID)?

The Battle to On-Board III
Why has huge investment in digital transformation led to so little change?

signic.at/btob3
A window of opportunity

- Banks remain highly trusted
- Banks have verified users
- Banks have experience in
  - Monitoring transactions
  - Managing fraud
- Digital identity the natural next step
  - Extending the trust of money to the trust of identity
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