Mobile ID (Asan Imza) – secure key to the Digital Trade Hub in Azerbaijan and cross-border e-services

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www.asanimza.az
Global trends to keep an eye on

People are going mobile
- Smartphones and tablets – fast growth ahead!
- User interface for everything
- Social distribution happens in hours

Big Data → service innovation
- Real-time data – uploadable, findable, sharable
- Processing costs fall rapidly → accessibility improves
- Data mining and analytics: finding patterns

But: cyber threats are intensifying
On the Internet nobody knows you're a dog!
What is Mobile-ID? Asan Imza: SIM based personal identification for digital services

Three-factor authentication
Digital certificates issued by Asan Imza cannot be used without an additional PIN code, meeting the three-factor authentication requirements of:
✓ “something you have” (physical SIM card),
✓ “something a user is” (biometrics and face-to-face meeting),
✓ “something you know” (PIN code).
Asan Imza – the highest level of assurance

- The domain of issuing identity is usually seen as a fundamental government task
- Identity management based on government knowledge and information (population registry, checking validity of identity documents, fingerprints, photo, citizenship, etc). Identity is confirmed by state
- Asan Imza - **qualified electronic signature** is compliant to EU Regulation No 910/2014 (eIDAS Regulation)
- Identification and method for processing mID applications must ensure high level of trust

NIST declares the age of SMS-based 2-factor authentication over
Asan Imza – mID guaranteed & issued by STATE

GOVERNMENT services

FINANCIAL services

>95% of services do not need physical presence

BUSINESS services

IT’s me - Jon

I confirm this with my Signature

QUALIFICATION

TRUSTWORTHINESS

Is in dependence of the ISSUER of the mID

Qualified electronic signature with qualified digital certificate

STATE LEVEL

issued mID creates state & international level of TRUST

Source: Oleg Shvaikovsky

Asan İmza is integrated to Azexport.az portal - unified database of goods produced in Azerbaijan Republic

- Gives a broad opportunities to entrepreneurs, who want to register their products and services on portal
- Easier way of authorization without any additional registration.
- Easier way to add all pertinent information about the relevant product or service to portal.

More information at www.azexport.az
Azexport.az portal integrated with Global e-Commerce platforms all over the world

01 Alibaba
02 Ebay
03 Allbiz
04 TradeKey
05 EC21
06 AZEXPORT

COMING SOON
Azexport.az – signed contracts for 100 MLN $
Azerbaijan Digital Trade Hub

- President of the Republic of Azerbaijan issued a Decree to strengthen the leading position of the Republic of Azerbaijan as a key **Digital Trade Hub (DTH)** in the region.

- “Azerbaijan Digital Trade Hub” will enable foreign & local businessmen to prepare and sign documents and agreements electronically, and perform electronic services in real-time.

- The Decree sets measures necessary to achieve mutual recognition of electronic signatures with various countries, which will facilitate e-commerce transactions executed by entrepreneurs, and pursue promotion of Mobile ID ("Asan Imza"), one of innovative products of the country accepted at global level.

- One of the unique attributes of the DTH Portal will be its arrangement based on public–private partnership principle and corporate governance standards.
mResidency with Asan Imza

✓ **mResidency** program in Azerbaijan - the issuance of Mobile ID (“Asan Imza”) to non-residents through diplomatic representative offices and consulates.

✓ The aim of the project to issue Asan Imza to everybody who is interested to start business in Azerbaijan, to invest to the country and to use all opportunities of online services in Azerbaijan being abroad.

✓ All m-Residents of Azerbaijan will:
  - Establish an Azerbaijani company online within a day
  - Administer the company from anywhere in the world
  - Conduct e-banking and remote money transfers
  - Have access to international payment service providers
  - Digitally sign and transmit documents and contracts
  - Manage accounting records and declare Azerbaijani taxes online
  - etc....
Digital Trade Hub – cross-border custom’ e-services for GUAM
Digital Signatures’ Validation process between Azerbaijan and EU – base for cross-border e-services
DTH – blockchain solution – Secure Data Exchange Technology with Mobile ID

PROCESS EXAMPLE:

"Company registration in DTH"

Automated process between 12 systems

Duration - 1 min
Involved employees - 0
Delivery costs - 0
Papers - 0
DTH – Automatically Documented Transactions inside Azerbaijan and between different countries

<table>
<thead>
<tr>
<th>Once only principle (OOP)</th>
<th>Access to my data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single market</td>
<td>Single window</td>
</tr>
<tr>
<td>Personal data</td>
<td>Real time economy</td>
</tr>
<tr>
<td>My data usage</td>
<td>Cross-border services</td>
</tr>
</tbody>
</table>

**All data transmitted through DTH have:**

- an Mobile Electronic Signature (Asan Imza) incl. mResidency,
- time stamp,
- log file and
- can be used as an official document
Azerbaijan Asan Imza in 2017

✓ Pilot launch in **September 2013**, product in **February 2014** as the first SIM based digital identity in Azerbaijan

✓ Issued by **all major mobile operators**: MNO Azercell (Telia), Bakcell and Azerfon

✓ **Asan Imza in numbers:**
  ✓ Issued more than **310 000** Mobile-ID certificates
  ✓ More than **22** million transactions and Mobile ID signatures
  ✓ Over **90%** of tax declarations submitted electronically (in total 400 thousand taxpayers in Azerbaijan
  ✓ over-state e-service using Asan İmza in process of appointment of authorized persons and labor contracts registration
  ✓ Around **500** different e-services in Azerbaijan
The most popular e-Services used with Asan İmza

✓ **Tax services**
Ministry of Taxes of Azerbaijan holds the premier position among other public service providers. 63 of 457 public e-services are provided by the Ministry. It is one of the few government authorities rendering its services to the users also via a dedicated tax portal ([www.e-taxes.gov.az](http://www.e-taxes.gov.az)). In general, till March 2017 taxpayers conducted around **10 MLN**. tax operations using their Asan İmza via the e-Tax Portal.

✓ **Labour and social protection e-services**
The second largest figure of using e-services with Asan İmza is related with the e-services of labor contract registration for employers and employees rendered by Ministry of Labor and Social Protection of Population and e-services of State Social Protection Fund. The cumulative number of usage of these e-services with Asan İmza made approximately **1.5 MLN. in 2015.**

✓ **e-Custom declaration** The newly introduced e-customs declaration service allows citizens and businessmen to electronically declare their imported goods and transport means using mobile ID (Asan İmza) without the need to physically apply to any customs broker/customs department as it earlier used to take place. The whole process is as easy as logging in to the e-Government portal using Asan İmza, filling in the e-declaration and signing the ready declaration with again Asan İmza. Since only **April 2016** more than **500 000 signed** e-declarations have been sent.
Reasons for banks to use Asan İmza

- **New concept of customer service**
  Nowadays banks are globally moving from the traditional “face-to-face” model of customer service to an innovative concept of “e-branches”. Using e-ID solutions such as Asan İmza definitely contributes to this process allowing banks to cut traditional costs on maintenance of physical branches and be online 24/7 for customers.

- **Planned integration of Asan İmza into innovative video-banking channels and ATMs**

- **Maximum security of operations**
  Thanks to Mobile ID technology, there is no need to use such vulnerable and old-fashioned authentication methods as usernames and passwords. Asan İmza can no way be hacked or compromised by any third party, thus providing top level of security for all online operations and personal data of customers.

- **Enhanced customer satisfaction**
  Bank customers can get all required services online with their Asan İmza just in two clicks not spending their time and resources to visit physical branches of a bank. Additionally, they can use their Asan İmza as a single authentication tool across multiple online banking platforms of various banks.
# Asan İmza – secure key to financial services (KYC)

## Usage of Asan İmza e-systems within private service providers

<table>
<thead>
<tr>
<th>Institution</th>
<th>Usage Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yapı Kredi Bank Azerbaijan</td>
<td>Highest</td>
</tr>
<tr>
<td>Kapital Bank</td>
<td>High</td>
</tr>
<tr>
<td>Access Bank</td>
<td>High</td>
</tr>
<tr>
<td>Bank Respublika</td>
<td>High</td>
</tr>
<tr>
<td>AzerTurkBank</td>
<td>High</td>
</tr>
<tr>
<td>Nikoil Bank</td>
<td>High</td>
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<tr>
<td>Unibank</td>
<td>High</td>
</tr>
<tr>
<td>Bank of Baku</td>
<td>High</td>
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<tr>
<td>Atabank</td>
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<tr>
<td>VTB Bank</td>
<td>High</td>
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<tr>
<td>Hesab.az</td>
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<td>Xalq Bank</td>
<td>High</td>
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<tr>
<td>Pasha Bank</td>
<td>High</td>
</tr>
<tr>
<td>Pasha Life Insurance</td>
<td>High</td>
</tr>
<tr>
<td>E-Pul</td>
<td>High</td>
</tr>
<tr>
<td>BTB Bank</td>
<td>High</td>
</tr>
<tr>
<td>Rabita Bank (final stage)</td>
<td>High</td>
</tr>
<tr>
<td>Express Bank (final stage)</td>
<td>High</td>
</tr>
<tr>
<td>Ziraat Bank (final stage)</td>
<td>High</td>
</tr>
<tr>
<td>Caspian Development Bank (final stage)</td>
<td>High</td>
</tr>
<tr>
<td>Demir Bank (final stage)</td>
<td>High</td>
</tr>
</tbody>
</table>

![Image of Asan İmza e-systems interface](image_url)
Strong Identity saves you budget and protect

“The introduction of the digital identity alone saves the country 2% of its annual GDP, and that’s before you take into account the streamlining of each individual government service.”

MONEY SAVED BY USING DIGITAL SIGNATURES

WHERE ARE YOU SAVING FROM?

- Printing
- Workforce
- Mailing

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month</td>
<td>£2,319</td>
</tr>
<tr>
<td>Year</td>
<td>£27,878</td>
</tr>
<tr>
<td>2 Years</td>
<td>£55,656</td>
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<tr>
<td>3 Years</td>
<td>£83,484</td>
</tr>
<tr>
<td>4 Years</td>
<td>£111,312</td>
</tr>
<tr>
<td>5 Years</td>
<td>£139,140</td>
</tr>
</tbody>
</table>

Customer service time 30 min per contract, 6 pages on average document, 2 copies, 300 documents per month, 30% documents sent by mail.
ISESCO BESTDOC Portal – a cross-border corporate platform for digital signature

- ISESCO BESTDOC PORTAL, claiming to be the first ever m-signing and authentication service in the ISESCO countries and globally as the best practice of innovative document management system for international organisations, aims to export the paperless society experience and enables sharing and m-signing of documents in any format underpinned by strong user authentication.

- Islamic Educational, Scientific and Cultural Organization (ISESCO) BESTDOC PORTAL uses e- & m-signature and authentication technology that aims to be at the forefront in the mobile signature world.

- Introduction to the project was in November 2015 at ISESCO annual meeting in Baku. Agreement signed in November 2016.
Innovative services with Asan İmza

✓ Declaring taxes by phone: 195 Call Centre

Taxpayers can fill in and submit their simplified tax declarations by calling 195 Call Centre. There is even no need to use PC or Internet for this purpose; the operator of Call Centre will guide the taxpayer throughout the overall process only asking to confirm the ready declaration with his/her PIN2 to submit it.

✓ Expanding the list of services at 195 Call Centre and integrate other popular services via other call centers with Asan İmza
AsanDoc – over-the-country e-&m-signing portal

- Works are underway on creation of a brand-new online document storage and e-&m-signing portal which will be available to all Asan İmza (Mobile ID) users in our country and will enable them to store, sign and exchange their documents using the portal.

- The service is launched both as a business solution for corporate customers as well as for individuals who wish to benefit from the functionality provided on the portal.
Are we well aware of mID?

Are You Turtle? Live You 300 Years?

Appreciate your time, nerves and money. See what a clever and successful person use!

AZAN IMZA TEAM

max 5 min

NO AZAN IMZA TEAM

min 2 h
Asan İmza – Happy to share
My government is always with me

www.asanimza.az