Identity Innovation

Abbie Barbir

Agenda

- **Who are we**

- **Evolving Needs**

- **Why Decentralization**

- **Next Steps**

- **Q&A**

We are innovators

Alan Bachmann
Senior Architect

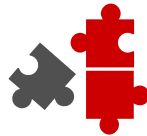**Neal Shah**
Research Architect

Matthew Van Allen
Security Architect

Abbie Barbir
Lead Director, Security Engineer

Technology Architecture & Innovation
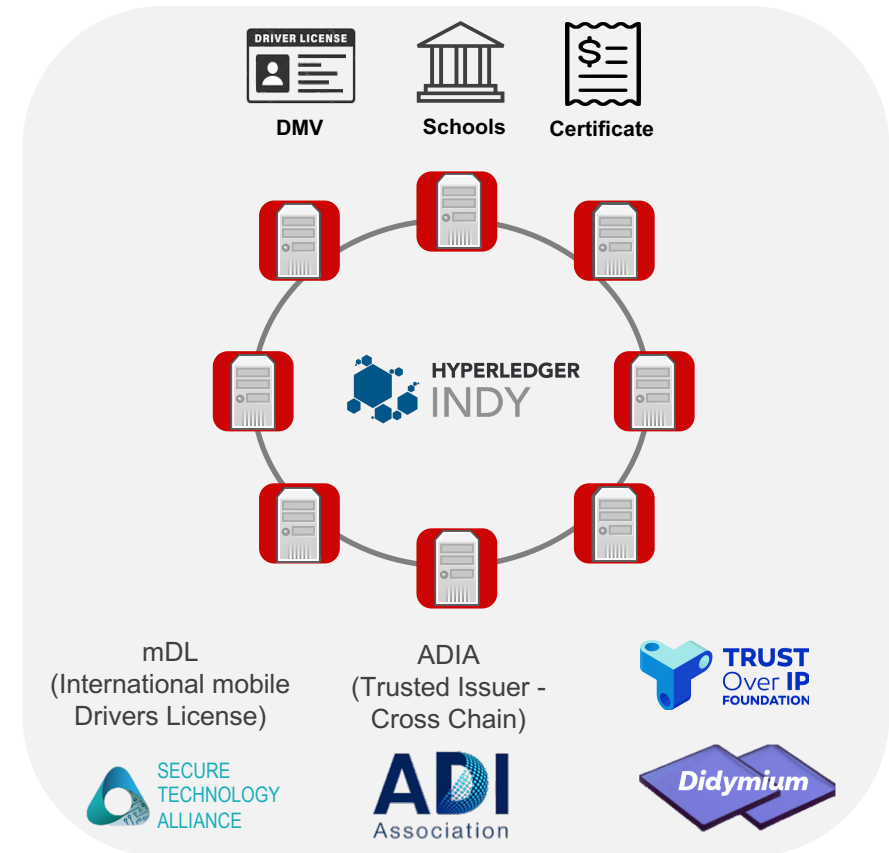
Enterprise Information Security

Ability to leverage unified or permissioned identities with global applications

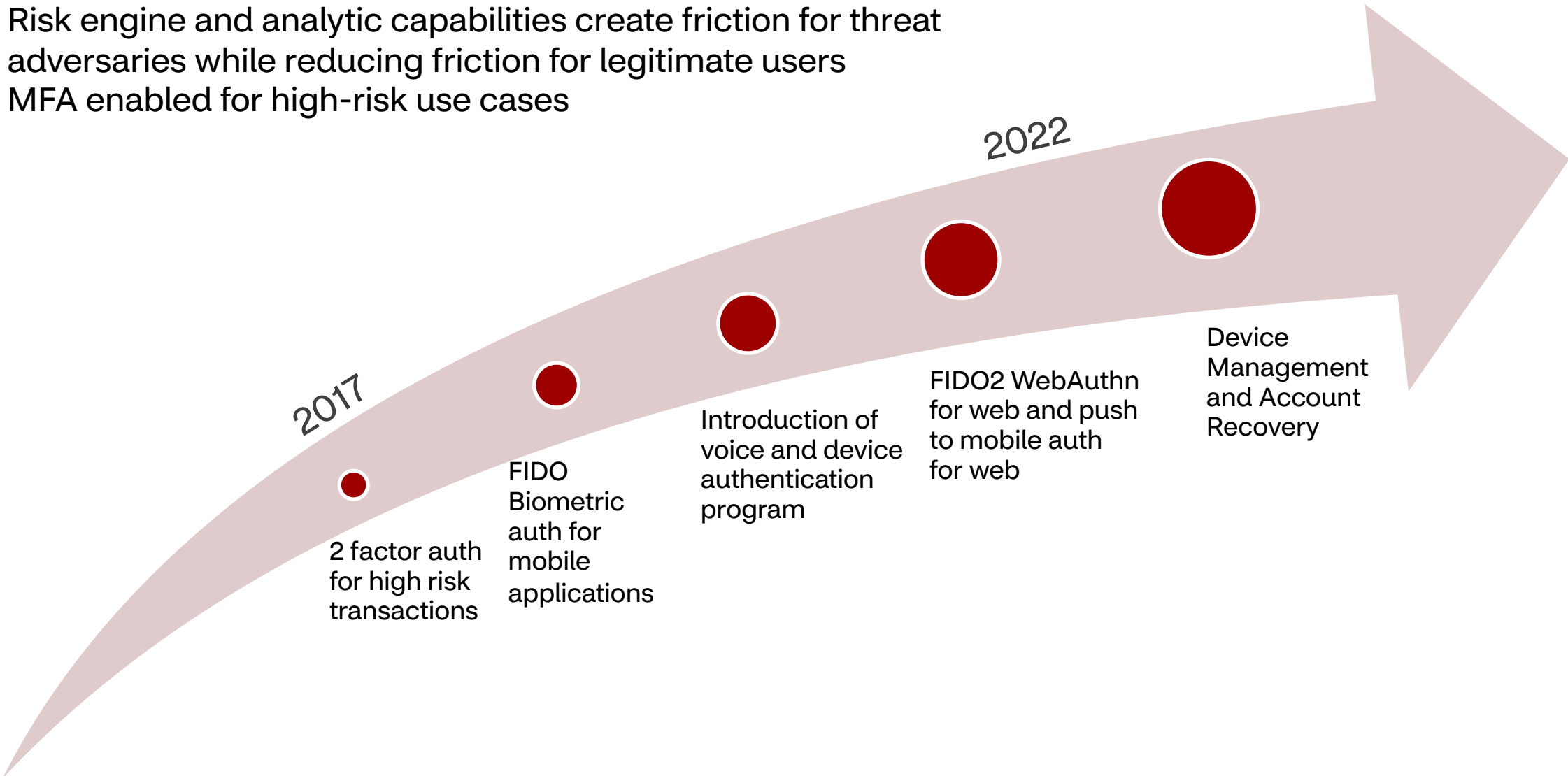## **Global** Applications (Multi-Industry)

Global Identity

+

EIS Next Gen Auth Evolution

Journey towards Passwordless Authentication
- MFA governed by risk factors
- Risk engine and analytic capabilities create friction for threat adversaries while reducing friction for legitimate users
- MFA enabled for high-risk use cases

2017

2022

2 factor auth for high risk transactions

FIDO Biometric auth for mobile applications

Introduction of voice and device authentication program

FIDO2 WebAuthn for web and push to mobile auth for web

Device Management and Account Recovery

Evolving Needs

Challenges

Unnecessary friction...

- Managing user accounts

- Balancing data needs, reducing oversharing and focus on transparency

- MFA spamming requests defeat best in class IAM platforms

Trends

Consumers want...

- Digital reputation (vetting, enrollment, experience, ease of access)

- Autofill forms with verified information

- Simple interaction experiences with smartphone and IoT devices

Opportunities

We can provide...

- A mechanism to support the shift of traditional identity methods

- Reduced need for customer service

- Promoted use of sharing data attestations instead of data

- Enablement of more participants in healthcare to be trusted partners

Why Decentralization

Customers Demand Simplified **Identity Management Across Brands**

Organizations can use DIDs for managing all contacts such as employees, vendors, and partners thru their lifecycles.

Enhanced Consumer Experience

- Manage trusted identity attributes
- Device / Consumer binding
- 24/7 contactless access

Interoperability

- Integration with legacy and future solutions
- Identity credentialing & unified consumer profiles regardless of channel

Cost Effective

- Reduction in account maintenance
- Reduction in call center support
- Account recovery savings

Identity Vetting

- Leverage many identity vetting solutions
- One click automated enrollment by leveraging a prior relationships

Business Enablement

- Improve consumer convergence
- Build trust with consumer
- Increased digital footprint

Security

- ATO & Fraud protection
- Authoritative source of authentication identity attributes

Next Steps

Limitations (cost, certainty layer, interoperability)

Knowledge Based Authentication (KBA)

Organizations

- Redundant and reoccurring costs limit widespread use

- Creating accounts before vetting creates duplicates (expense) and attributes are harder to cross reference (scale)

Users

- Takes several minutes (friction) and users will likely seek account recovery efforts involving a help desk (friction)

- Unable to leverage prior digital reputations to link prior verifications and digital ownership (no escrow)

Desired Outcomes

Increased Operational Capacity

- Ability to scale for vetting all accounts

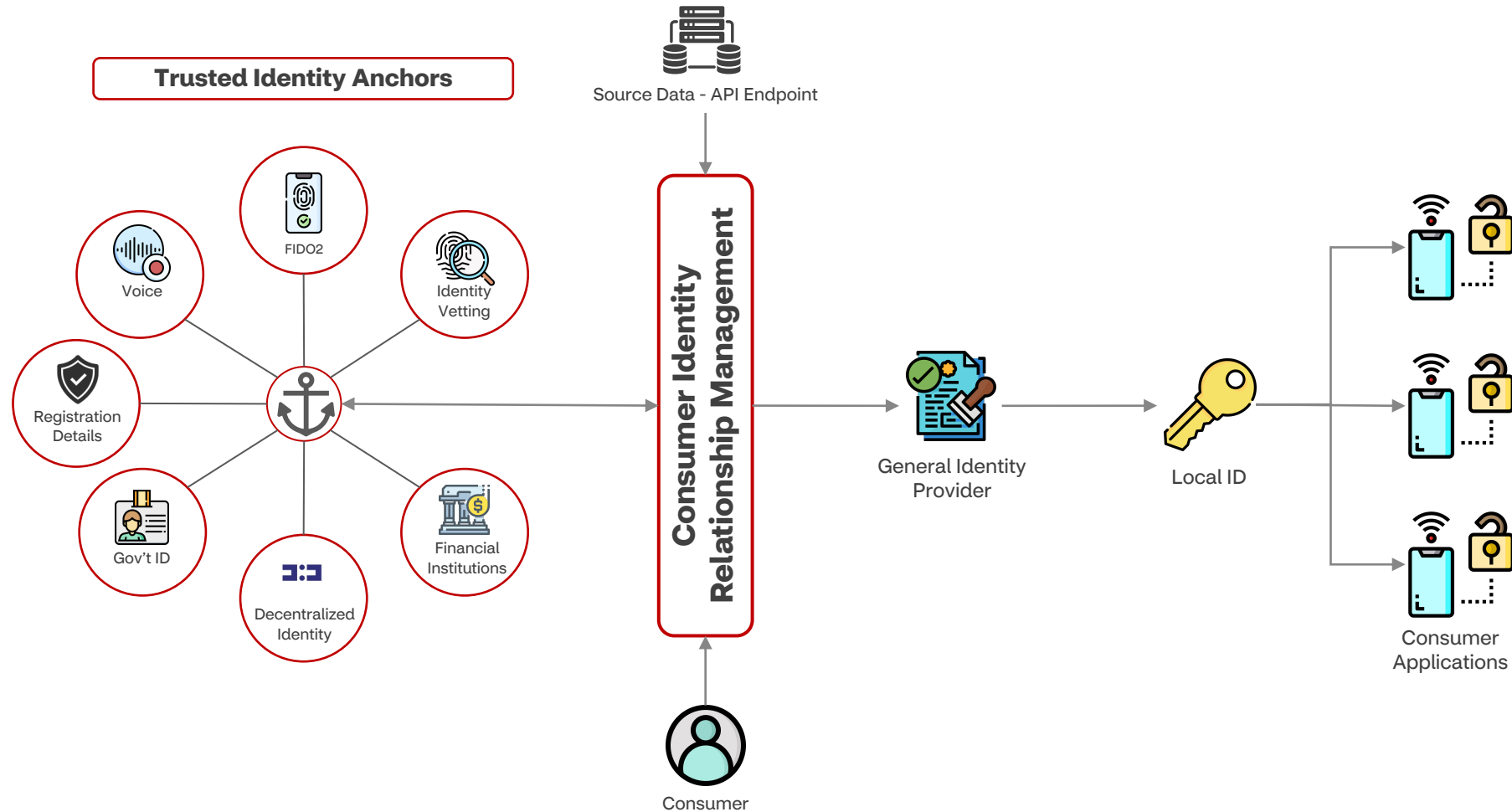- Eliminate siloed and redundant services across the enterprise

Reduced Costs

- Recurring identity vetting costs greatly reduced

- Passwordless and self-service capabilities reduce account recovery costs

Improved Consumer Experience

- From episodic to reputational

- Eliminate password by enabling device binding

- Reduce friction from minutes to seconds for registration and account recovery

Investigate Decentralization Options for Consumer Identity Relationship Management Portal

Trusted Identity Anchors

Voice

FIDO2

Identity Vetting

Registration Details

Gov't ID

Decentralized Identity

Financial Institutions

Source Data - API Endpoint

Consumer Identity Relationship Management

Consumer

General Identity Provider

Local ID

Consumer Applications

Q & A