

The changing role of Identity in Security

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Digital Identity

Companies and Organisations want to transition from paper and plastic based credentials to fully digital secure credentials

- ✓ Know who your customer really is
- ✓ Secure and private
- ✓ Reduces fraud
- ✓ Issue and verify customer credentials

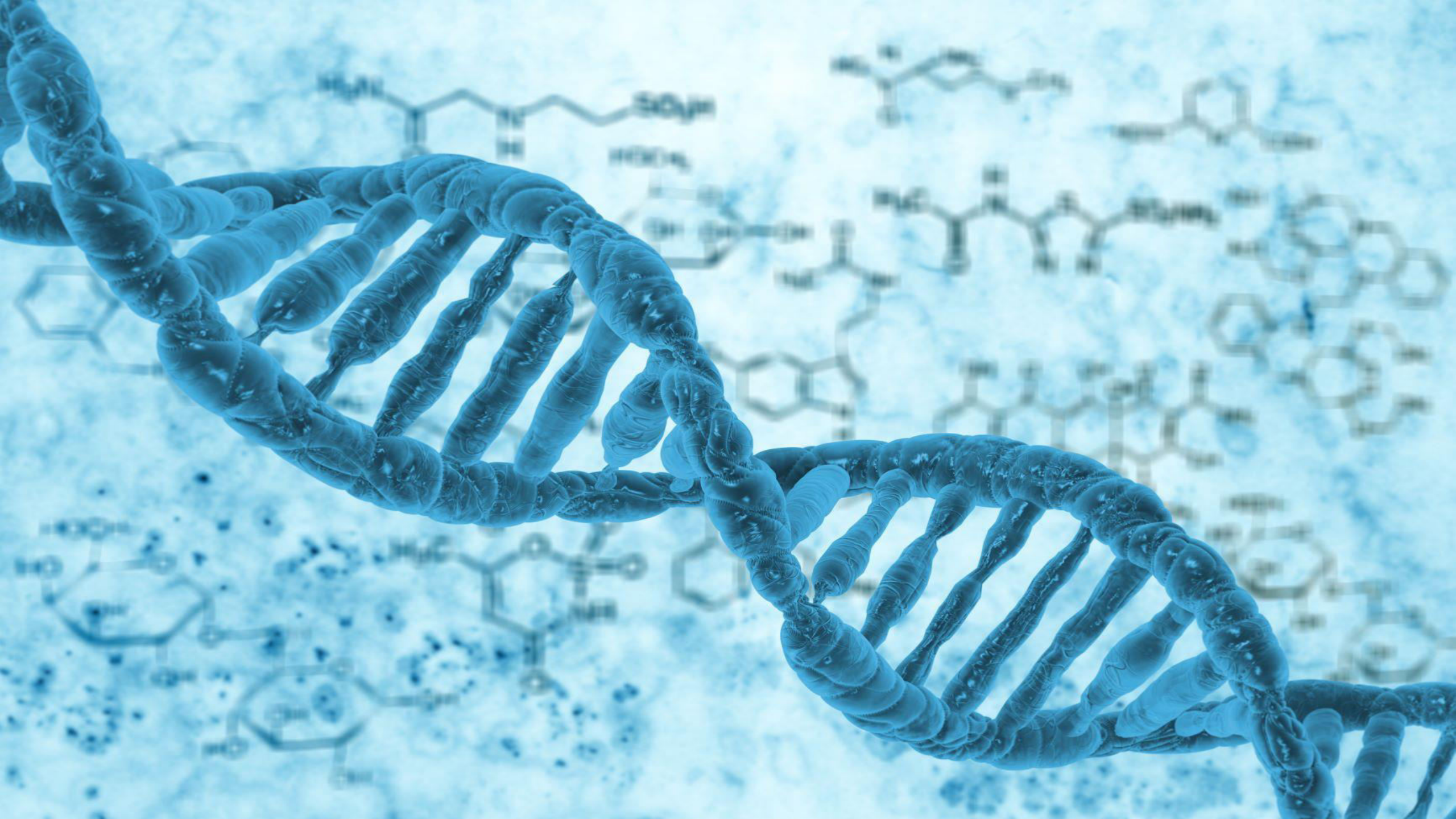


A Digital Identity allows customers to use their identity to reduce friction in their lives :

- Easier consumption of services from financial-services, mobile operators, airlines, other commercials, etc.

Business will benefit from:

- Data to enable better decisioning at the point of consumption
- Reduced Fraud and Financial Crime due to better KYC
- Better customer journeys that will reduce drop-out rate and hence increase revenue









In Conclusion

- Identity becomes a key aspect of security decisioning going forward, enabling Zero Trust and similar models
- Organisations will be able to use attributes, shared with Customer consent, to balance risks
- Identity will become a business enabler rather than a necessary evil

