



Emerging Standards for Organisation Identity

Emily's Story

Prepared by: Bryn Robinson-Morgan

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OIX United
Kingdom

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Meet Emily



Getting the right products



Finding the right bank



Making the right move



The CMA proposed a strong package of measures to deliver better banking services to SMEs

Nearly 60% of customers have stayed with the bank for over 10 years

Over 90% of SMEs get their business loan from the same bank that they have their current account

Digital identity will make it easier for customers to use their data to get the right products and services to meet their business goals

Individual v's Organisation Identity

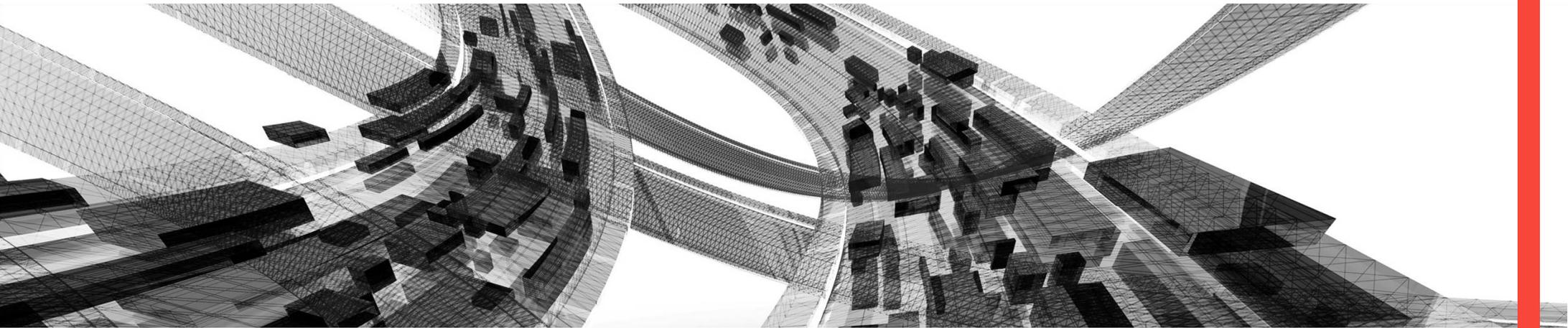
Businesses are their own legal entity... however they are made up of individuals who act on their behalf

Delegation – from the organisation to the individual and authorisation management – who needs to be involved in the decision – are key requirements of organisation identity

Existing standards need to be developed through delivering solutions to real world problems

Individual and organisation identity standards need to be aligned

There are 5.4 millions SMEs in the UK, over 99% of all businesses



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