

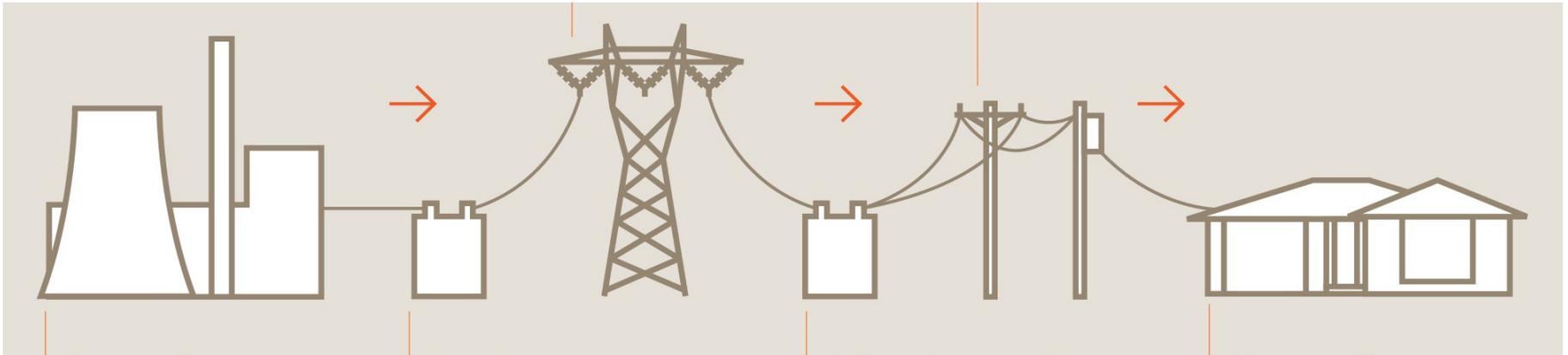
Assuring UK identity and attributes

Unlocking £billions in the UK's digital economy

Jamie Smith, Ctrl-Shift

7 December 2015

Verified identities and attributes are a new **electricity supply** for the digital economy





£16.5bn
*1.2% of UK
economy*

Growth

OR?

Trust

Growth

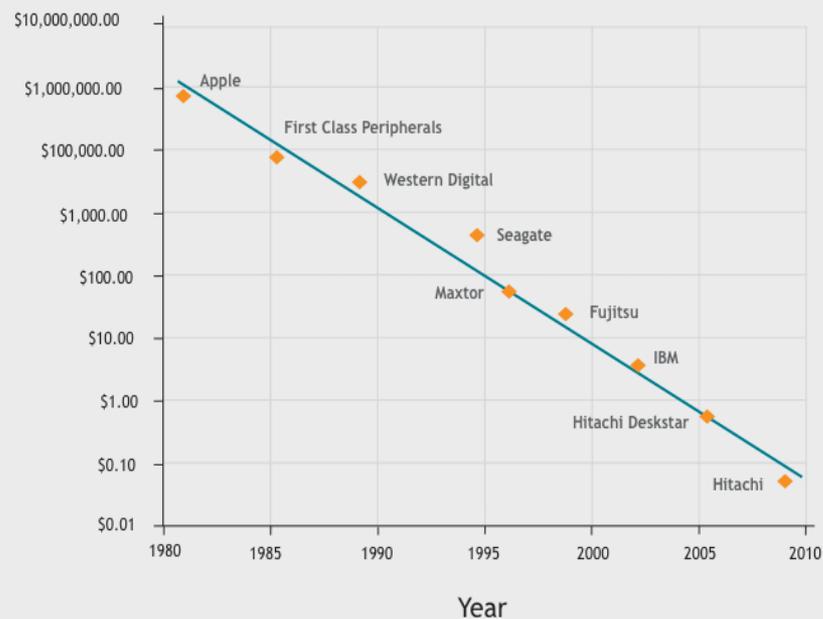
THROUGH

Trust

We're witnessing a 3rd industrial revolution

Plummeting cost of computing

Hard Drive cost per Gigabyte, 1980 - 2009

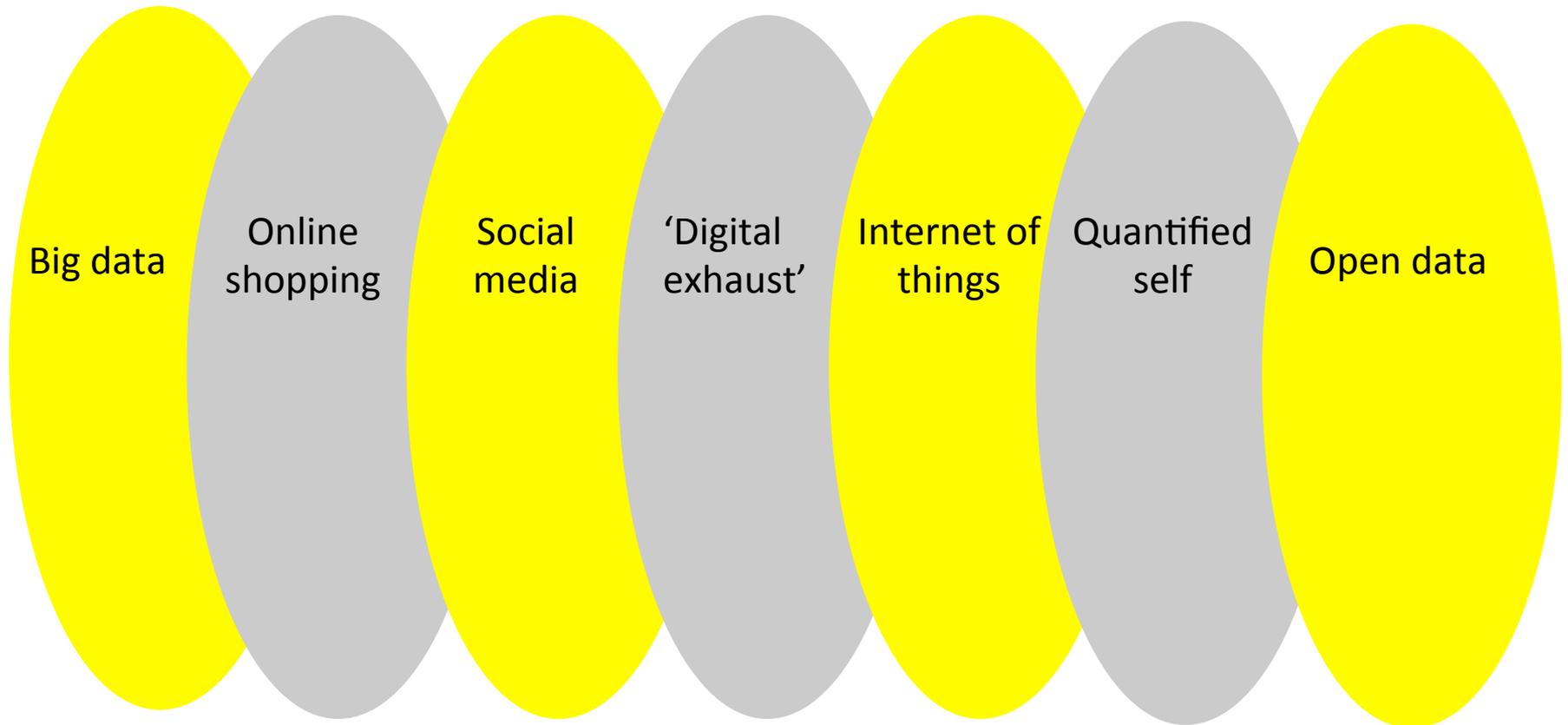


Source: A History of Storage Cost, Matt Komorowski

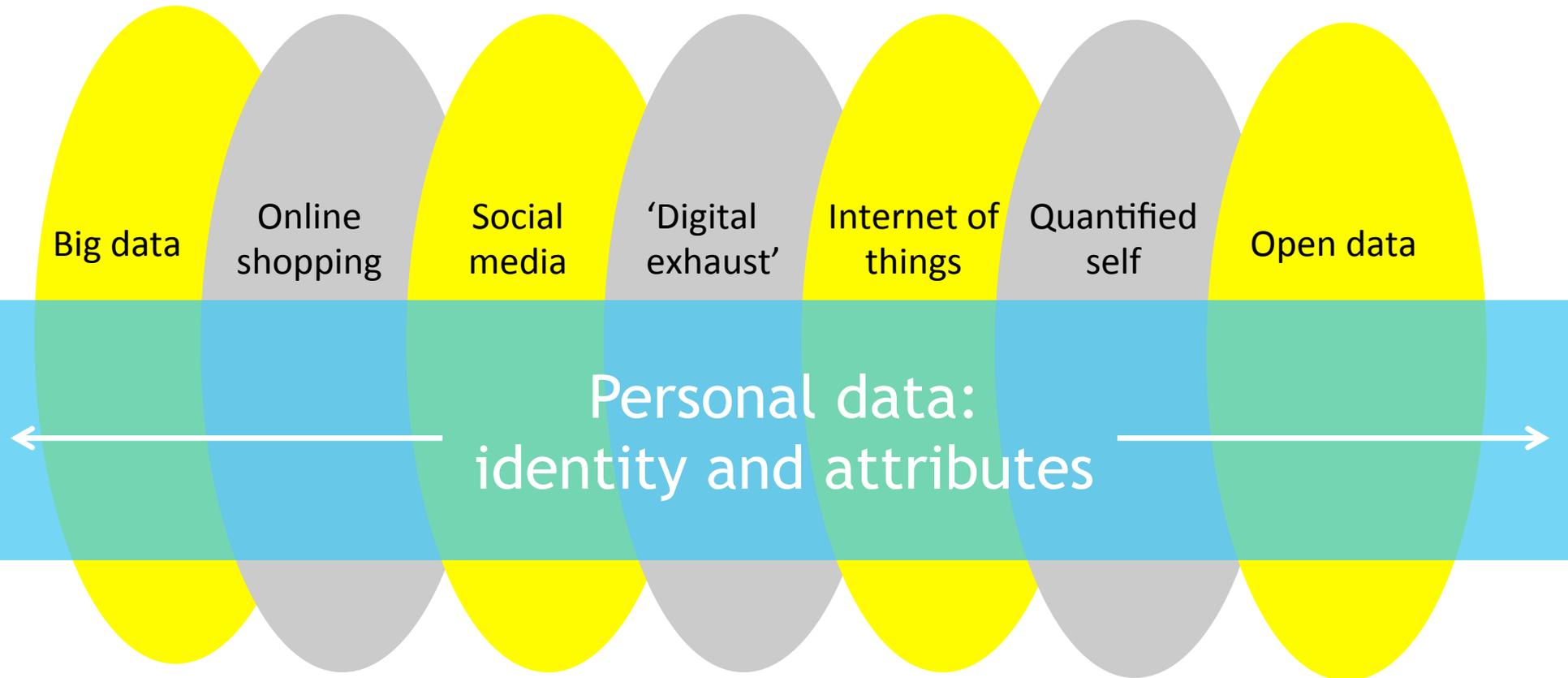


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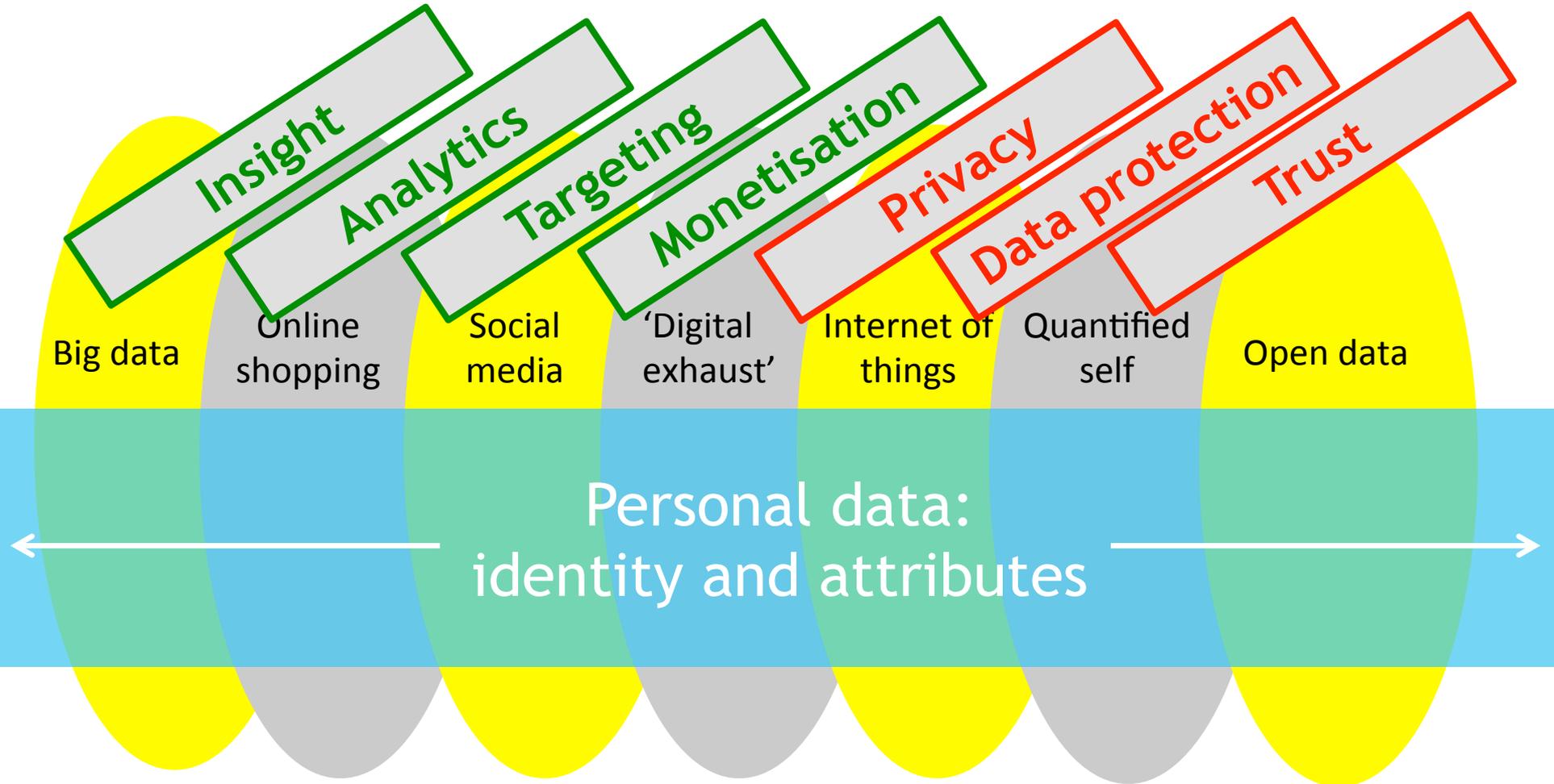
An explosion of opportunities to collect and use data



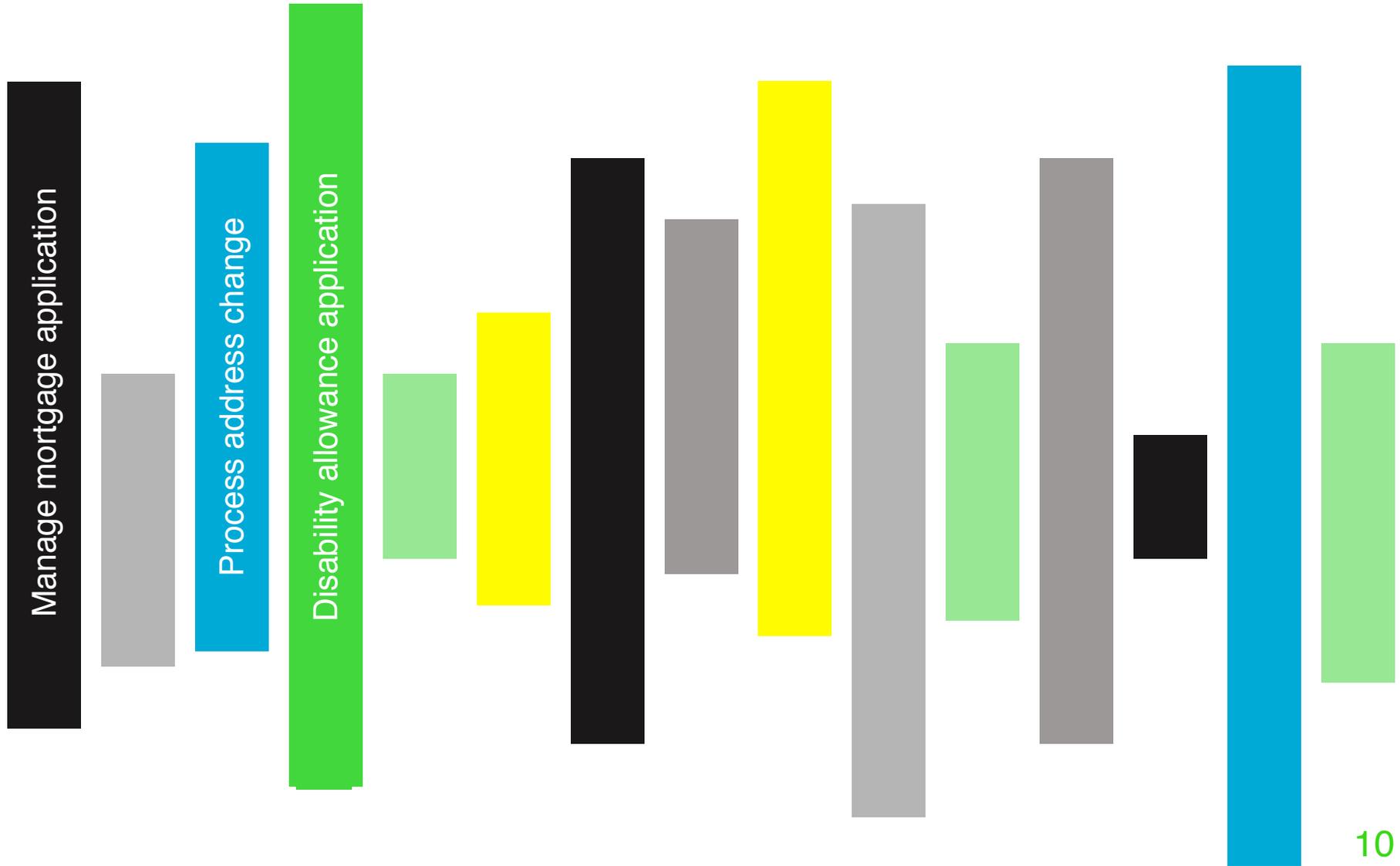
But one common element spans them all ...



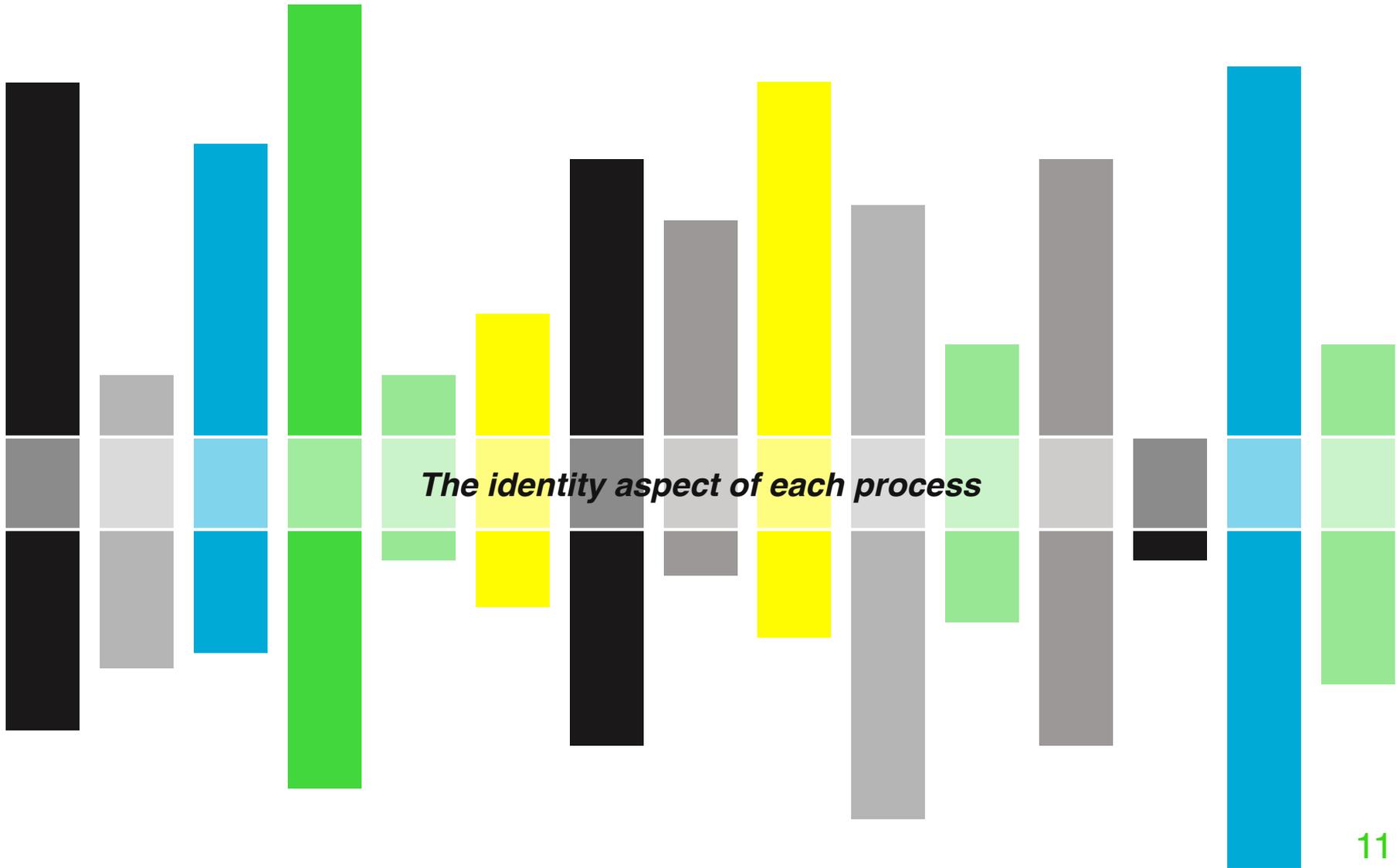
... creating new opportunities ... and threats



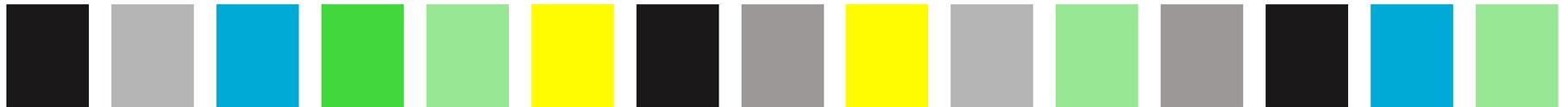
We live in a fragmented world



We live in a fragmented world



We live in a fragmented world



We live in a fragmented world



The efficiencies business case

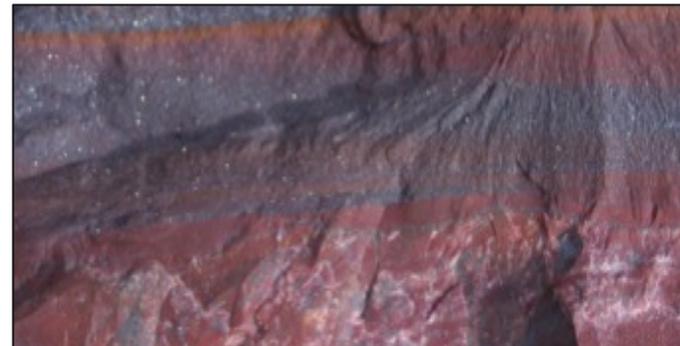


1. Digitising manual processes



2. Re-purpose ID and attributes

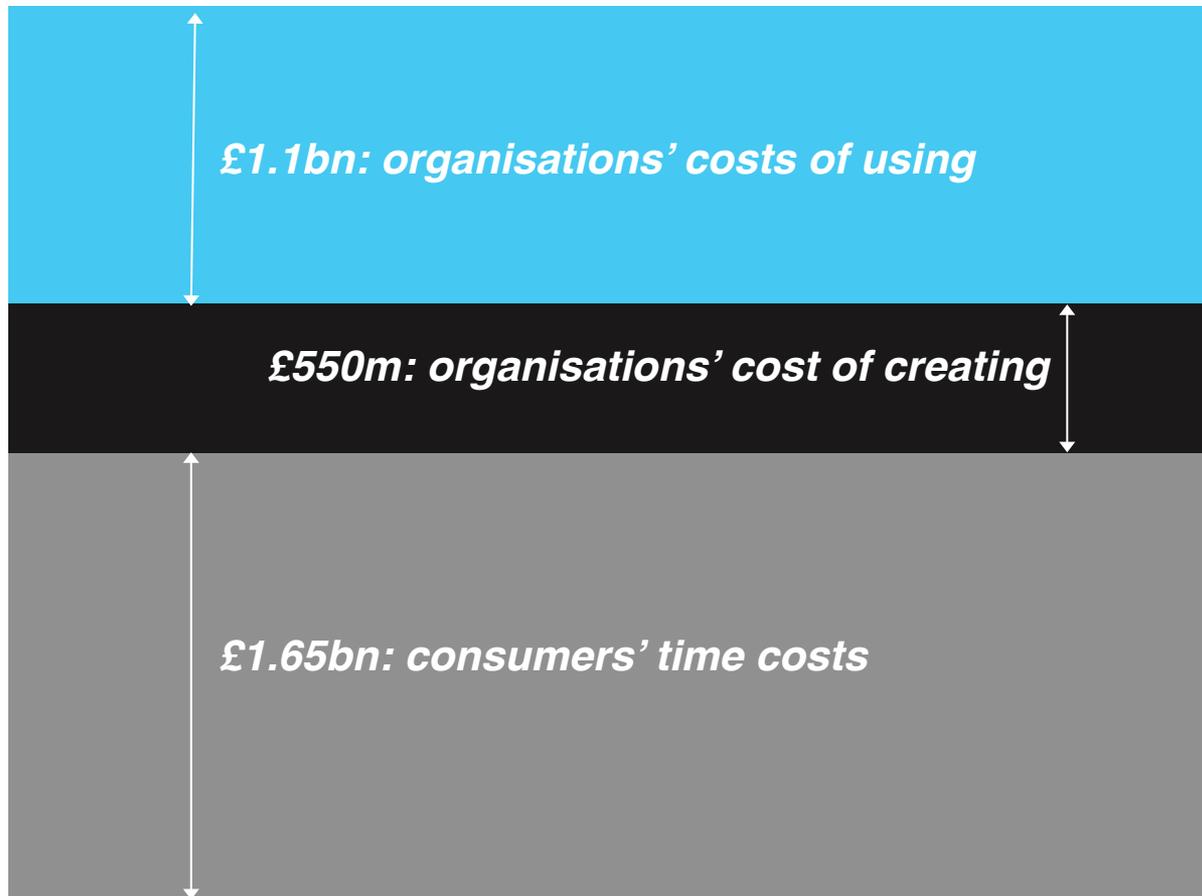
Cost savings
and
efficiencies



3. Reduce layers of fraud

Level 2 ID assurance services (UK) – costs today

£3.3BN



Level 2 ID assurance services (UK) – costs tomorrow

<£150M

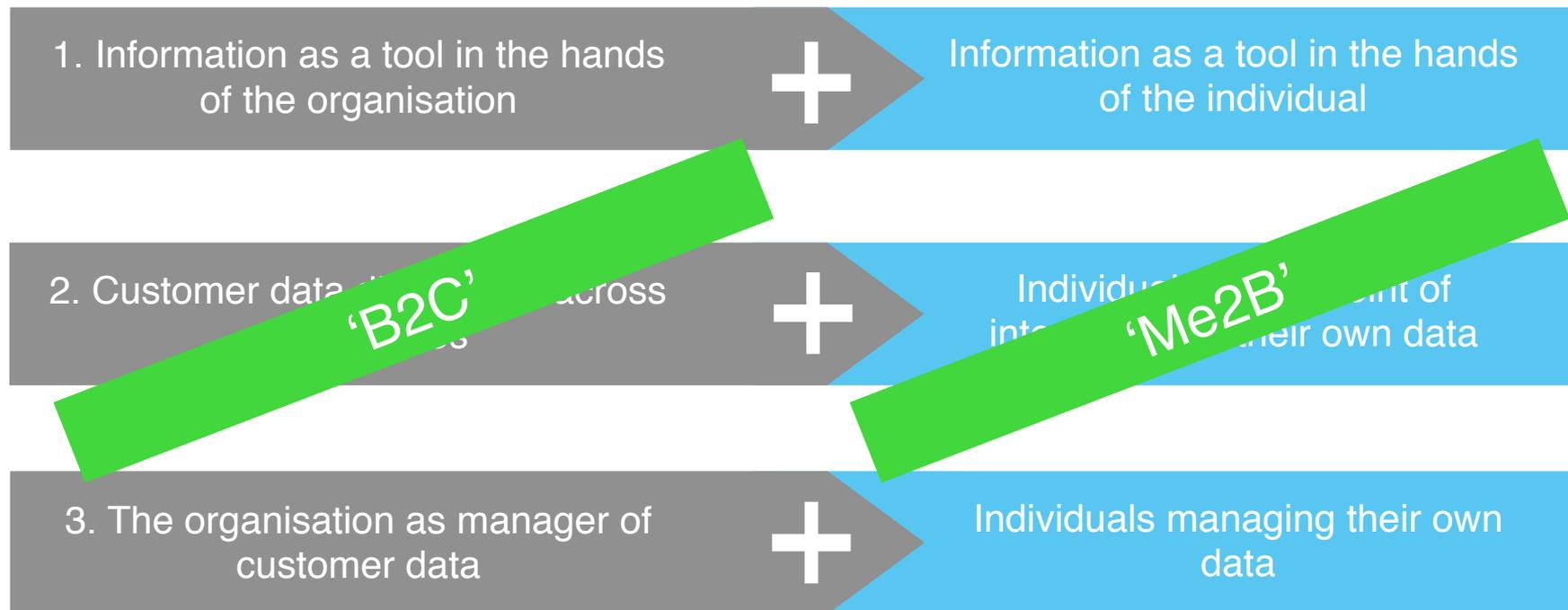


The growth business case



4. Enable new market

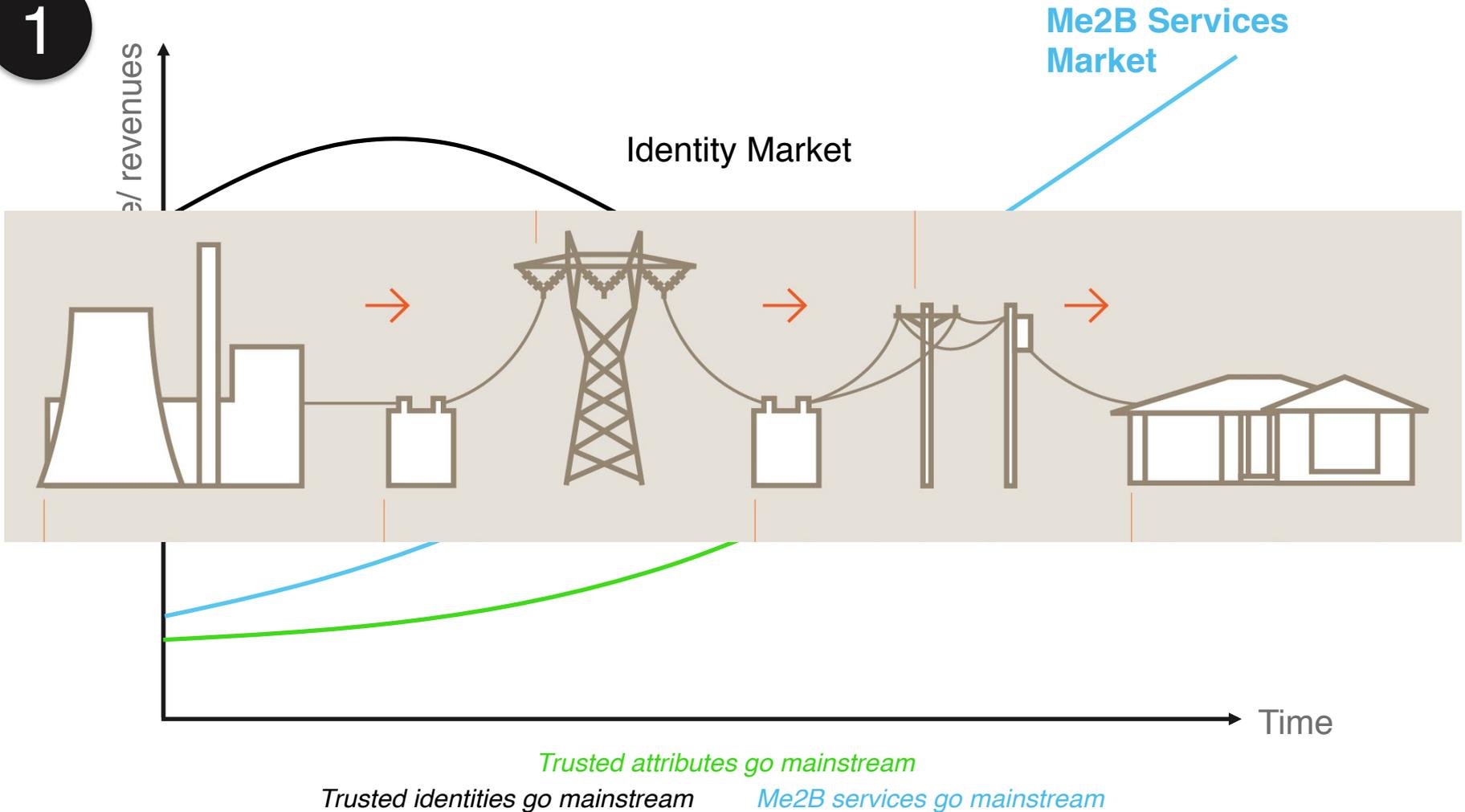
Some clear shifts towards the individual



Individuals using trusted information
to make better decisions and get things done

...with identity and attributes at the core

1



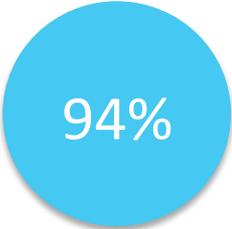
A significant part of the UK economy

2

UK Me2B Services



But organisations must be trusted with data



94%

Would like to take more control of the data they share, how they share it and what they get for it

Digital Catapult, 2015



25%

Abandoned an online purchase because of concerns about how the company will use their data

Ctrl-Shift, 2014



22%

Intentionally provided false information on an online form in order to protect their privacy

Ctrl-Shift, 2014

3

Growth

THROUGH

Trust

Tuesday 8th December, Central London

PIE 2015

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FAQS

PREVIOUS CONFERENCES

The Personal Information Economy 2015

Growth Through Trust

The rise of Me2B commerce

Kings Place, 90 York Way, London, N1 9AG

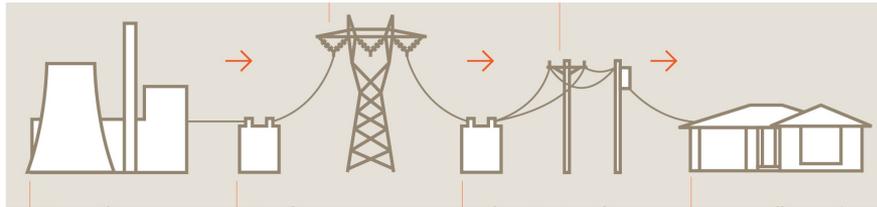
December 8th

[BUY TICKETS](#)

- Identity and beyond
- The Me2B opportunity
- Building trust as a platform for innovation
- Reinventing financial services
- Policy and regulatory implications
- Reinventing marketing
- Taking customer experience to new levels

Takeaways

1



2

£16.5bn

3

Growth Through Trust

The rise of Me2B commerce

Kings Place, 90 York Way, London, N1 9AG

December 8th

Thank you

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