Emerging Standards for Organisation Identity
Emily’s Story

Prepared by: Bryn Robinson-Morgan
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Meet Emily
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