Why banks should take charge of digital identity solutions

Banks are uniquely placed to develop a trusted solution

1 in 4
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Delivering Digital Identity – Why banks should act now

Learn more at: gemalto.com/financial/digital-identity

How can banks take the opportunity?

1. Solve a compelling problem
  - Increase customer usage by solving a compelling problem
  - Make the enrollment process secure and easy

2. Build Scale
  - Find ways to collaborate (e.g. common standards or a shared platform) so that the identity scheme can address the whole customer base of a third party service provider

3. Expand service offering
  - First, reach a critical mass of active users within banking. In the next step, offer cost-effective identity solutions to other organisations with similar needs, based on the infrastructure supporting banking services

Sources: