



entity as a product

Success factors for innovation

**Solves
problem**



**Access to
markets**

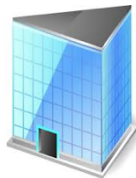
**Has right
timing**



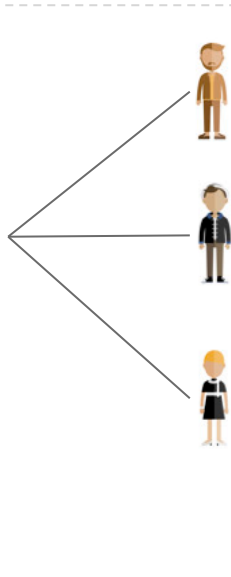
Solves Problem - Dealing with operational complexity/security

The use of many services increases number of login credentials/identities

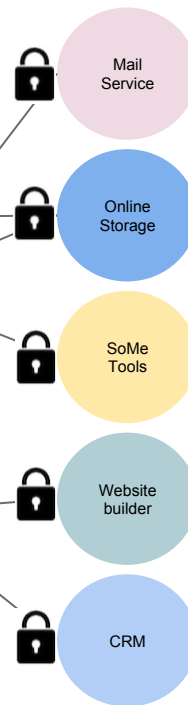
This leads to operational complexity and generates security risks



One company



Many identities



Even more services



Solves Problem - Users hate multiple logins

- 88% of users report being bothered by having to create new accounts on websites
- 86% will leave a site before creating a new account
- 92% will leave a site instead of resetting or recovering login
- 40% use forgot password at least once a month
- 77% reported that social login is „a good solution that should be offered by any site“

40% of users feel

- Solving world peace would be easier than remembering all their passwords.
- Scrubbing the toilet would be better than coming up with a new password.

Right timing - Future trends

Top 10 Strategic Technology Trends for 2019

Intelligent



Autonomous Things



Augmented Analytics



AI-Driven Development

Digital



Digital Twin



Empowered Edge



Immersive Experience



Privacy and Ethics

Mesh



Blockchain



Smart Spaces



Quantum Computing

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Source: Gartner
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Gartner.

Decentralized identity

"The number of identities for people, things, services and robotic process automation bots keep growing," says Gartner senior director [Homan Farahmand](#). "And the walls between identity domains are blurring IAM architecture."

Farahmand adds that the underlying technologies are due for a radical transformation in the coming years to leverage the accelerating pace of digitalization and deeper privacy and compliance requirements, such as the EU's Global Data Protection Regulation.

"Gartner estimates decentralized identity services to be generally ready for broad production scenarios in 2020"

Blockchain-enabled identities and [decentralized identity](#) are forcing IAM systems to allow users to create, prove (via trusted third parties), and register their own identity and related relationship identifiers to utilize digital services. "For organizations, this will reduce their costs and operational risks by eliminating the need for siloed/replicated identity repositories and data," says Farahmand. "Gartner estimates decentralized identity services to be generally ready for broad production scenarios in 2020."



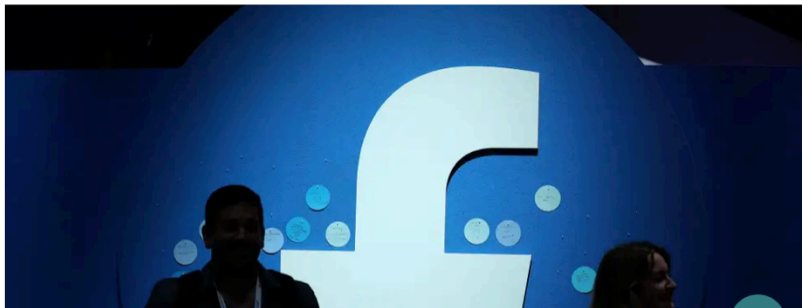
Right timing - Big Tech is losing trust

News > World > Americas

Facebook data scandal: Social network fined \$5bn over 'inappropriate' sharing of users' personal information

Federal Trade Commission investigated allegations company shared information with Cambridge Analytica

Adam Forrest | @adamtomforrest | Friday 12 July 2019 21:48 |
10 comments



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€50 Million Google GDPR Fine — Losers & Lessons from the GDPR

May 17, 2019 | By Simon Fogg | Reviewed By Masha Komnenic CIPP/E

Since the EU's General Data Protection Regulation (GDPR) came into effect on **May 25, 2018**, a total of **91 fines** have been imposed, totaling **55,955,871 euros** (~\$62,815,221).

The largest fine yet was issued in January 2019, when web giant **Google** was hit for **€50 million**, accounting for 90% of the total cost of GDPR penalties given out so far.

By understanding Google's GDPR fine, as well as other GDPR penalties that have been issued so far, business owners worldwide can better navigate their own GDPR compliance efforts.

Compliance Tools:

[Privacy Policy Generator](#)

[Terms and Conditions Generator](#)

[Return Policy Generator](#)



Right timing - Regulation is on the horizon

European Union vs. Google

From Wikipedia, the free encyclopedia

Since 2010, the [European Union](#) has launched three separate [antitrust](#) investigations into [Google](#) for violating the [EU's competition laws](#) due to its dominant position in the market. These cases have resulted in formal charges against Google related to [Google Shopping](#), [Google AdSense](#) and the [Android operating system](#). To date, Google has been found guilty of antitrust behavior in the cases related to Google Shopping and Android, and has been fined over €8 billion.

Contents [\[hide\]](#)

- 1 [Google Shopping charges](#)
 - 1.1 [Decision and impact](#)



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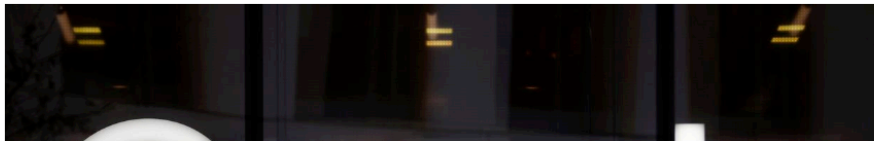
BUSINESS NEWS SEPTEMBER 3, 2019 / 8:33 PM / A MONTH AGO

Google target of new U.S. antitrust probe by state attorneys general

3 MIN READ



(Reuters) - More than 30 U.S. state attorneys general are readying an investigation into Alphabet Inc's Google for potential antitrust violations, a source knowledgeable about the probe said on Tuesday.





Right timing - New demands by Governments

German Customer Protection Ministry

7. Die VSMK stellt fest, dass die Registrierung von Domains mit der Endung „.de“ bisher keiner gesetzlichen Regelung unterliegen, jedoch bei Verbraucherinnen und Verbrauchern ein besonderes Vertrauen beim Onlineeinkauf genießen. Nach Auffassung der VSMK sollte eine Identitätsprüfung bei der Registrierung einer „.de-Domain“ eingeführt werden, um die Hürde für die Registrierung von Fake-Shops unter falschen Angaben zu erhöhen.

https://www.verbraucherschutzministerkonferenz.de/documents/ergebnisprotokoll-der-15-vsmk-am-24052019-in-mainz_rlp-extern_1559902425.pdf

ICANN GAC advice

ccTLD Registries' Best Practices

In recent years, an increasing number of ccTLD registries have adopted pro-active anti-abuse measures to address DNS-facilitated crime and both keep their zone free of abuse and repel bad actors by making their domain names as unattractive to bad actors as possible. These measures range from stronger authentication methods, including identity checks,²⁴ to the use of data-based fraud prediction models which combine data registration and infrastructure metrics to identify and predict domain registrations made for harmful purposes.²⁵ These proven best practices should be implemented by gTLD registries and registrars.

<https://gac.icann.org/contentMigrated/gac-statement-on-dns-abuse>



Right timing - Political support for Open Free Internet

EU Open Internet Initiative

NEXT GENERATION INTERNET

Building a European initiative for a Human Internet that respects the fundamental values of privacy, participation and diversity. The Next Generation Internet offers new functionalities to support people's needs and to address global sustainability challenges.

The NGI is dedicated to foster a vibrant Open Internet movement that links research, policy, and society for the benefit of society.

LET'S RE-SHAPE THE INTERNET TO REACH HUMANITY'S FULL POTENTIAL, FOR ALL GENERATIONS.



vitruvian_man

HUMAN INTERNET FOR A **BETTER FUTURE**

EU Open Cloud Initiative

German economy minister plans a European Cloud service “Gaia-X”

AUGUST 25, 2019 20:00

by SOURAV D | VIEW 2311



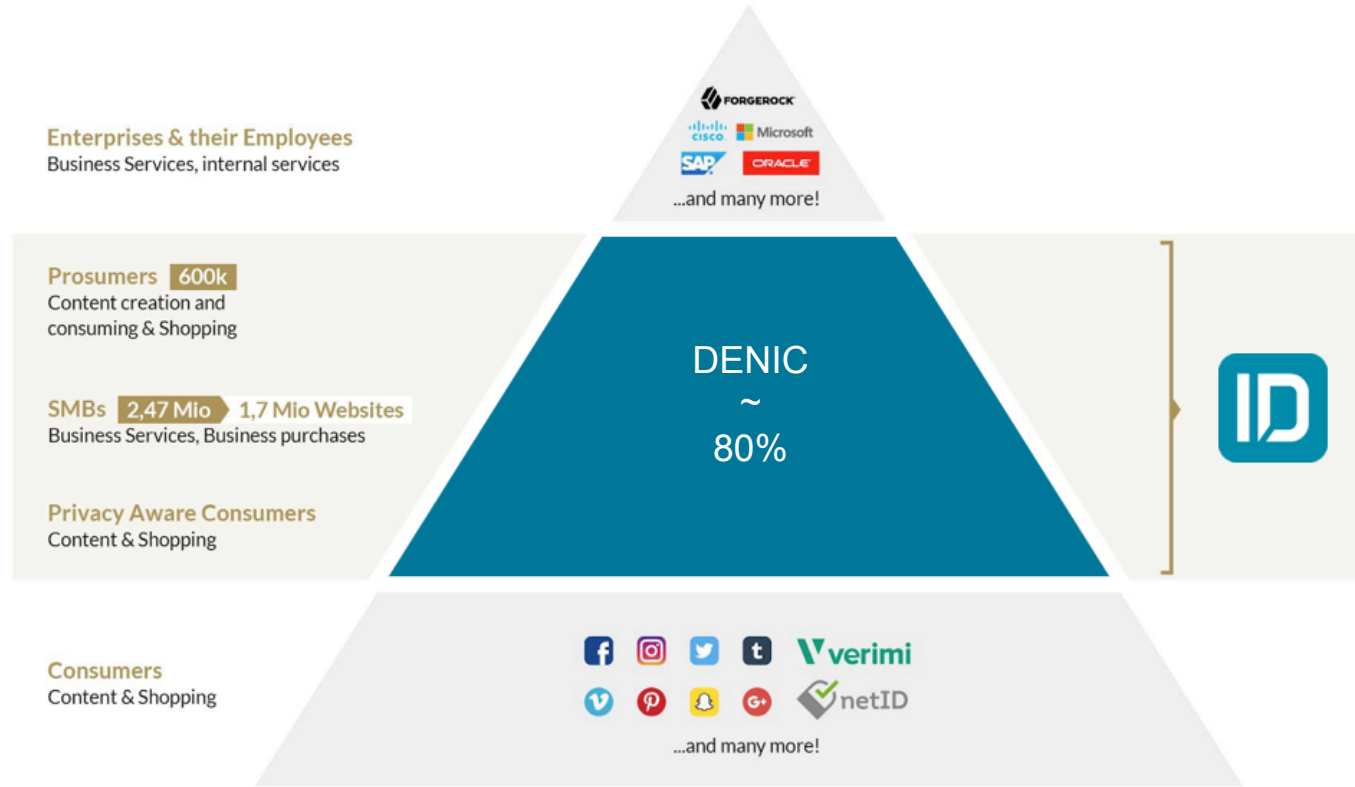


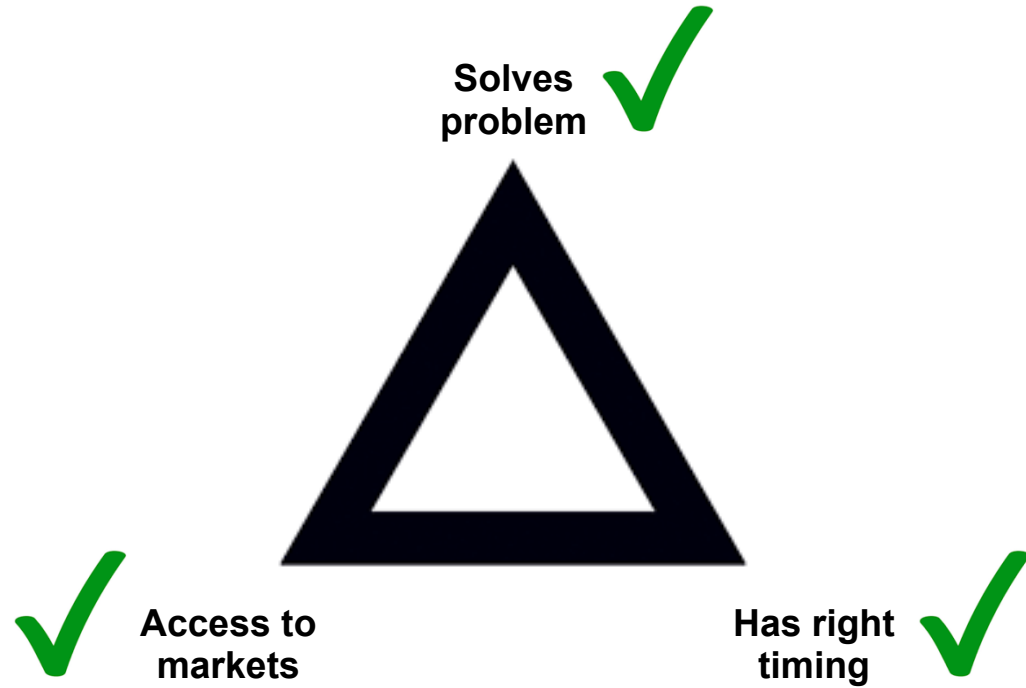
Access to markets- Target SMBs in DE





Access to markets- Existing great penetration of SMB market - DE







Potential

Example DE

25.000.000

Rational

2,6 Mio SMB Companies in DE Employees	->	29 Mio
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80% SMB Companies in DE Employees	->	25 Mio
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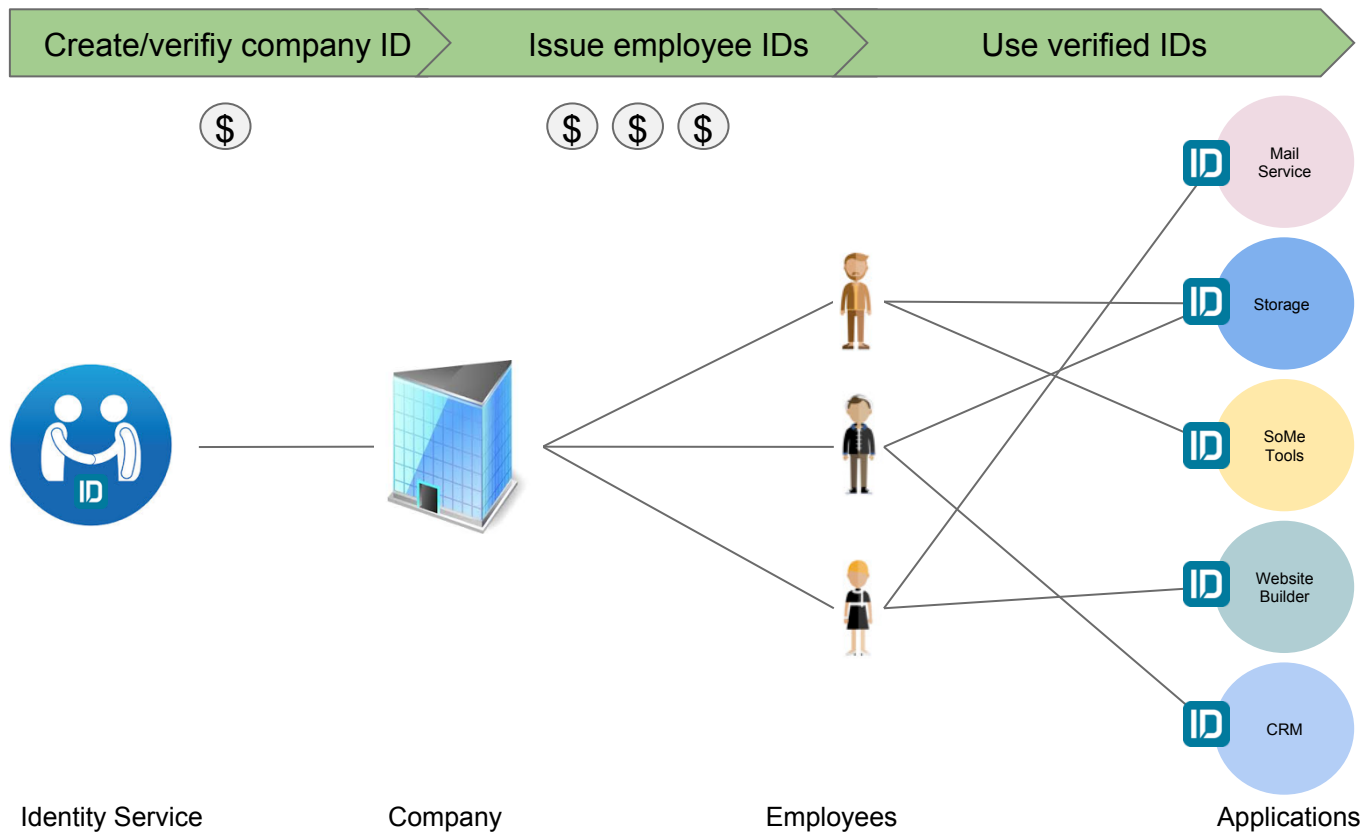
1 Euro Arpu / Identity in DE Euro	->	25 Mio
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Not considered

Enterprises

Consumers

Effects on domain business



Problem is there, Timing is good, Tec is available, Potential is big

but

We have to get the product right!

To be relevant to SMBs and their Suppliers