

# What is Smart Identity?



## ... a new kind of identity

Deloitte's Smart Identity platform is changing the way both customers and organisations manage digital identity. Smart Identity offers new ways for individuals, organisations, and even devices/objects to obtain, use, and verify identity credentials when transacting with each other.



## ... that solves problems today

Users can create and store identity attributes such as a driving licence or passport, which can be endorsed by third parties to form verifiable credentials for use within any digital interaction. The platform enables automation of identity-linked processes, such as customer registration or Know Your Customer (KYC).



## ... and makes new things possible tomorrow

In addition to these processes, a Smart Identity can hold digital assets representing money or physical property and enabling users to complete complex transactions involving the exchange of ownership and other forms of value transfer—all within a single platform.

### Financial services

- Customer identity verification for onboarding, KYC, and automation and machine learning (AML)
- Financial instrument modeling
- Payments
- Credit rating and risk scoring Insurance:
  - Provenance and custody
  - Automated claims processing

### Private sector

- Licensing and rights management
- Corporate reporting e.g., beneficial ownership
- Driverless vehicles
- Crowdsourcing
- Supply chain tracking
- Ticketing

### Public sector

- Digital passport/visas
- Digital driving licences
- Vehicle/home ownership changes
- Benefit entitlements
- Medical and patient identity
- Secure digital voting
- Government verified integration

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We are a specialist team within Deloitte. We advise, design, and implement innovative solutions applying blockchain technology.

We span all industries and are connected with a global network of blockchain and industry specialists across Deloitte.

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**Smart Identity**  
Authorise. Authenticate.  
Ascertain.

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Risk Advisory

# Smart identity

In the present scenario, the identity of entities (organisations, individuals, and devices) is fragmented. Customer information is duplicated, disconnected, and often insecure, while verification processes can be highly manual, inefficient, and expensive.

Smart Identity offers a new way for customers and organisations to manage and verify identity, providing both privacy and security to users, and laying the foundations for a new generation of highly automated digital services.



Digital Identity is a critical enabler to broaden applications to new verticals... A fully digital system for storing and transferring identity attributes could be directly integrated into distributed financial infrastructure."

World Economic Forum, Aug 2016

# How can Smart Identity be used?

## Digital identity documents

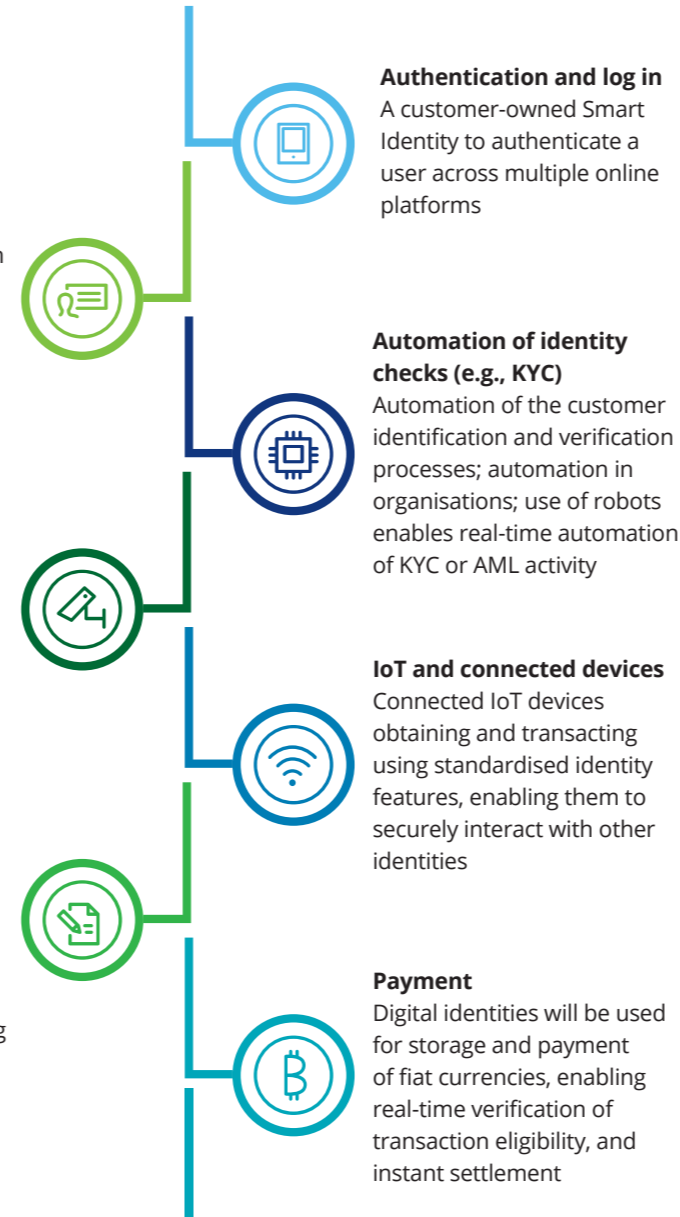
Digitisation of traditional identity documents, such as driving licences and passports, into a single, versatile digital record, which can be verified or revoked in real time

## Tracking physical property

Identification and tracking of digital assets of any form, ranging from vehicles and property to complex financial instruments; core attribute details and ownership can be tracked

## Contracts and agreements

Identities can be linked directly to agreements and contracts such as insurance policies, paving the way for further automation of contract execution based on pre-determined triggers



## Authentication and log in

A customer-owned Smart Identity to authenticate a user across multiple online platforms

## Automation of identity checks (e.g., KYC)

Automation of the customer identification and verification processes; automation in organisations; use of robots enables real-time automation of KYC or AML activity

## IoT and connected devices

Connected IoT devices obtaining and transacting using standardised identity features, enabling them to securely interact with other identities

## Payment

Digital identities will be used for storage and payment of fiat currencies, enabling real-time verification of transaction eligibility, and instant settlement

# Who can use Smart Identity?

## Organisations

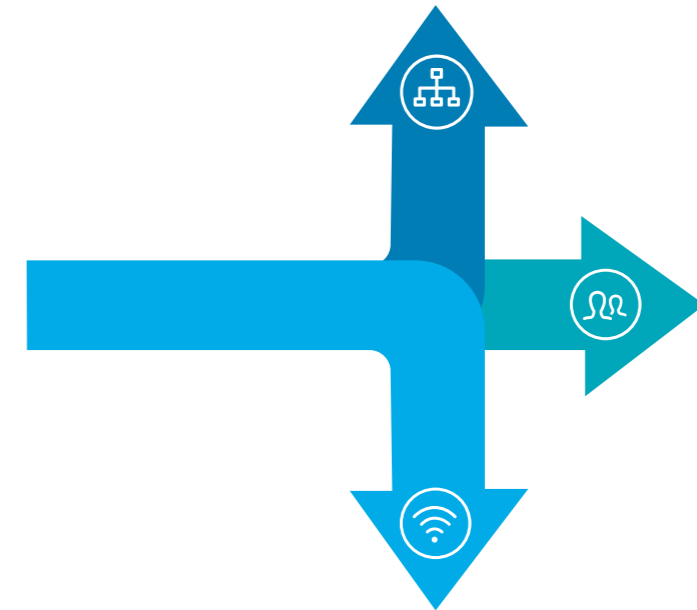
Legal entities and other organisational structures can be represented digitally, with attributes representing key information, such as legal entity reference and beneficial ownership. Employee relationships can also be represented digitally.

## Individuals

Individual identity records will enable users to manage and store key identity information, such as passport or driving licence details, as well as endorsements of those attributes from trusted sources of authority.

## Internet of things

Connected devices and smart property can use the same platform to acquire identity, manage key attributes such as ownership, and transact with the wider digital ecosystem.



"A blockchain-powered Smart Identity can also be used to send, receive, and store digital assets such as currency or property."