

Deloitte.

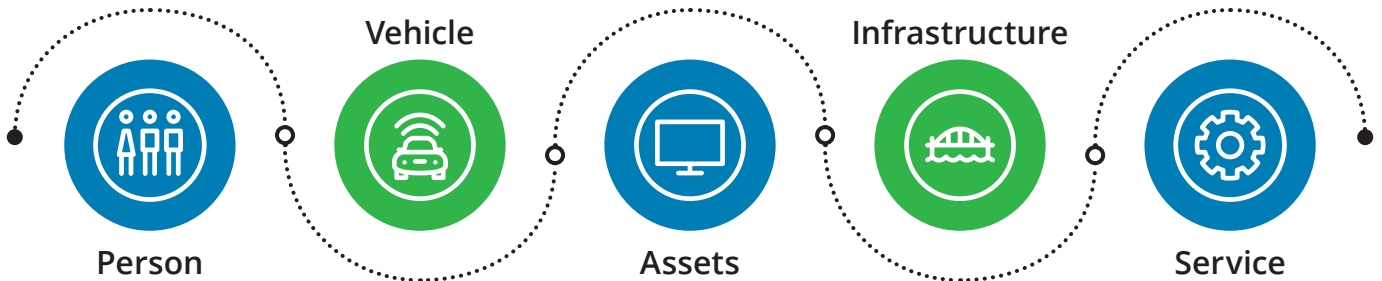


Digital Identity

Securing a valuable asset

Digital identity overview

In our digital society, trust is determined through digital identity. Digital identities are becoming the foundation of our rapidly evolving technology-based, data-driven economy and society. With growing digitisation, identity is no longer just about people but also includes systems, and increasingly, devices or things. Fundamentally, digital identity is information used by computer systems to identify and establish trust that a person, organisation, application, or electronic device is who or what they claim to be.



A digital identity is a collection of individual pieces of information—a unique set of attributes—that together describe an 'entity'. An entity could be an individual (such as a customer of a business or a citizen of a country), a legal entity (such as a corporation or a trust), or an asset (such as property). Identity is the total set of an entity's attributes. The attributes enable entities to participate in transactions, by proving to their counterparty that they have the specific attributes required for that transaction.¹

Digital transformation has opened up new revenue streams for organisations. Together with this transformation, customer behaviour is changing. Demand for digital platforms has increased significantly in the last ten years and has accelerated even more recently due to the impact of COVID-19. Digital identity plays a pivotal role in any transformation program aiming to uplift the overall customer experience by ensuring a seamless, frictionless, and a safe online experience for customers. It also provides organisations the ability to verify and personalise their services for consumers.

Eventually everything boils down to the unique digital identity—it is the most valuable item to secure but also needs to be readily available, accessible, and verifiable.

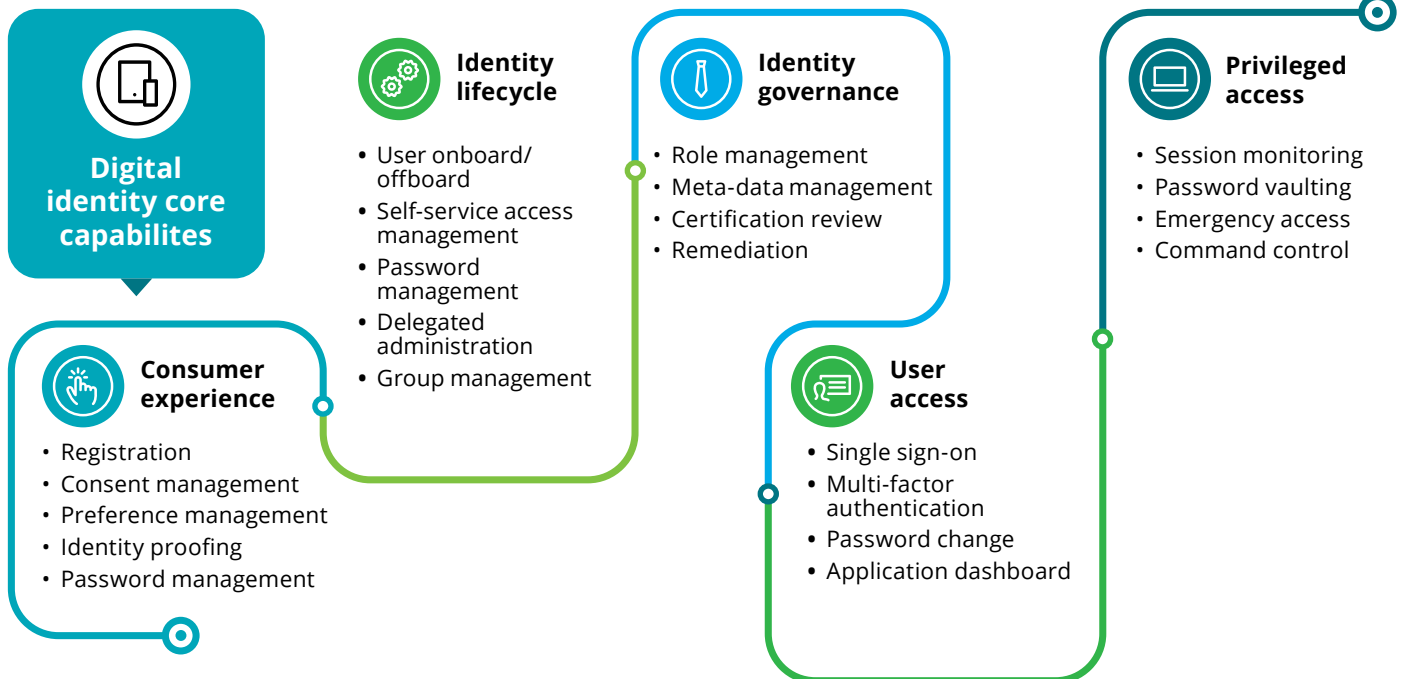


1. Deloitte, *Picture perfect - A blueprint for digital identity*, 2016.



Getting digital identity **right**

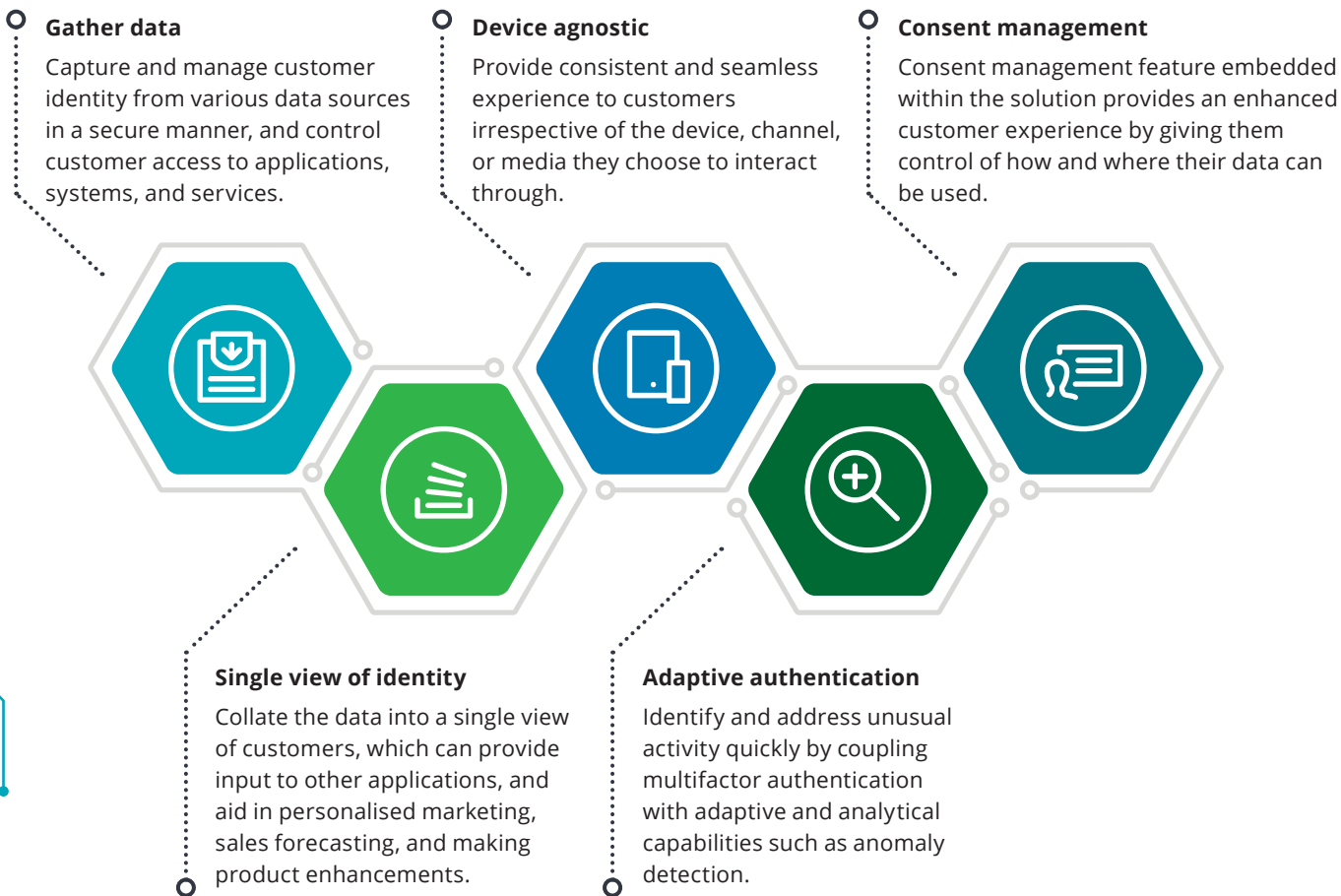
Digital identity underpins every successful digital transformation. If an organisation gets their digital identity right, it leads to more efficiency, revenue, and transformational benefits. A digital identity solution can unlock the potential for better employee engagement, improved customer experiences, privacy compliance with a user-centric approach, and allows greater flexibility by enabling the move to cloud.



Digital consumer experiences require digital identity

Digital businesses rely on customer insights along with data from mobile phones, tablets, Point of Sale (PoS) systems and other sources to provide personalised experiences to their customers. These data may help businesses to provide customers with tailor-made solutions and experiences, but it also makes them vulnerable to hackers and is a breeding ground for privacy breaches. Digital identity solutions should ensure an optimal customer experience in a safe and secure way.

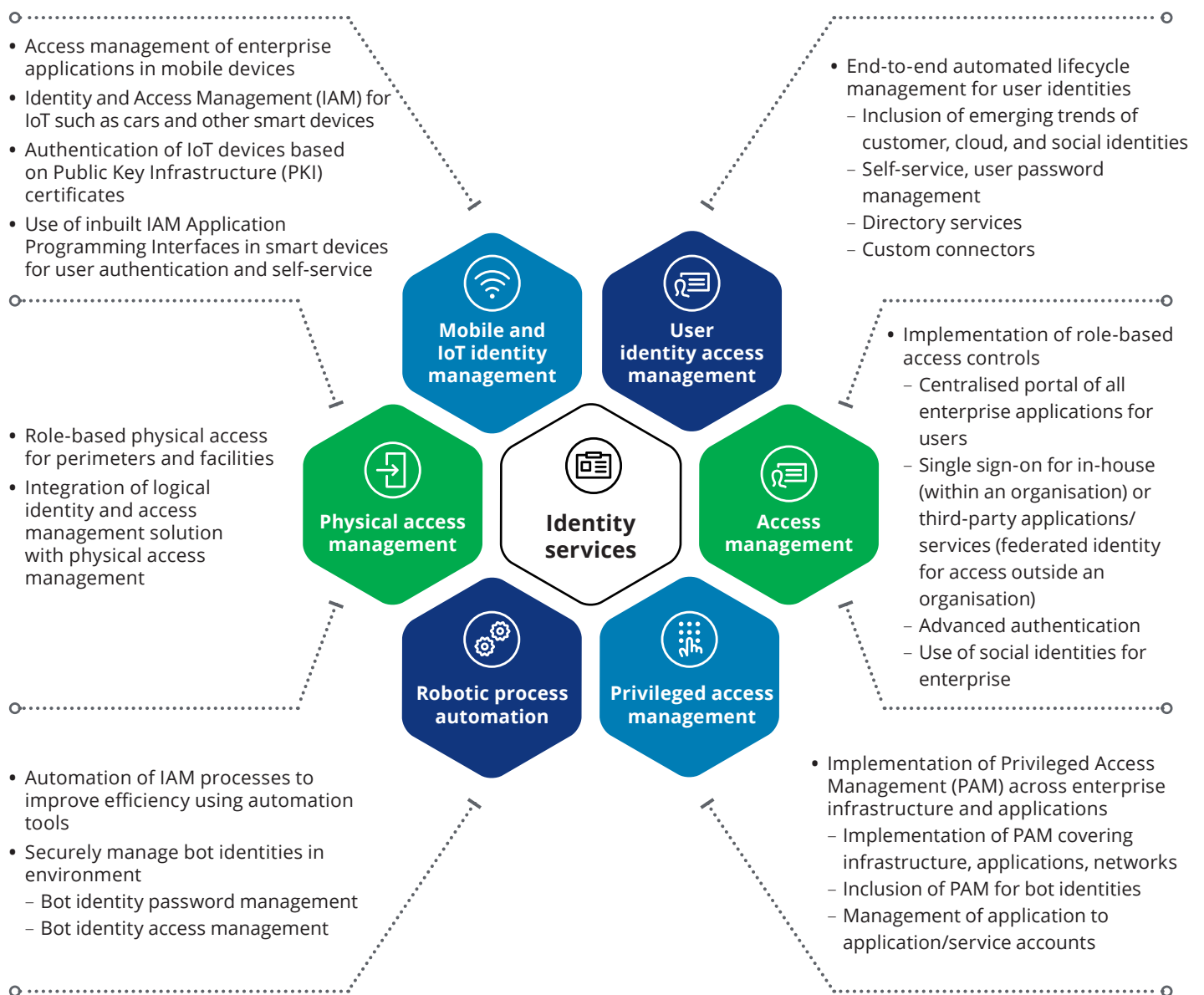
Below is an example of a digital customer identity solution and what it encompasses:



Digital identity enables every industry

As the world becomes increasingly interconnected through technology, effective digital identity practices are more important than ever. A digital identity solution with end to end lifecycle management is key to providing a single view of identities—including devices and Internet of Things (IoT) infrastructure—and for securing access to critical systems. No matter what industry, effectively managing digital identity can drive overall operational efficiency, reduce risk posture, provide superior customer experiences, and enable value-driven relationships.

Identity services from Deloitte



When organisations embark on a mission to digitise in any business initiative, it is very likely there will be a requirement for identity management that intersects with the delivery of services.



Deloitte digital identity teams can help you reduce security risk and improve audit compliance by delivering five capabilities.

01

Administration

On-board/off-board, change job role and map employees to apps and data

02

Authentication

Verify the user is who they say they are by credentials, multi-factor, biometrics, behaviour

03

Authorisation

Access privileges within applications or systems, read/write access, admin access

04

Audit

Tracking 'who did what' and providing visibility and pattern analysis to detect fraud

05

Attest

Providing visibility on user access and periodic review to prevent excessive access



Connect with us

Parichart Jiravachara

Partner | Risk Advisory

Email: pjiravachara@deloitte.com


Tel: +66 2034 0130

Pinthip Nawathamphichet

Director | Risk Advisory

Email: pnawathamphichet@deloitte.com

Tel: +66 2034 0000 Ext. 16225



Deloitte.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organisation”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

Deloitte Asia Pacific Limited is a company limited by guarantee and a member firm of DTTL. Members of Deloitte Asia Pacific Limited and their related entities, each of which are separate and independent legal entities, provide services from more than 100 cities across the region, including Auckland, Bangkok, Beijing, Hanoi, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Melbourne, Osaka, Shanghai, Singapore, Sydney, Taipei, Tokyo and Yangon.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms or their related entities (collectively, the “Deloitte organisation”) is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser.

No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.

© 2021. For information, contact Deloitte Asia Pacific Limited.

Designed by CoRe Creative Services. RITM0674059