



# mobile

Secure and simple  
authentication  
via mobile phone.

Mobile ID provides your employees and customers with a convenient and secure way to login to applications and online portals. It also makes it easier than ever before to confirm and execute online transactions.

**Sunrise**

**Salt.**

 **swisscom**

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# The mobile phone as key to the online world

Mobile ID gives you, your employees and customers secure access to online applications and provides verifiable confirmation for all kinds of transactions.

All the user needs is a mobile phone with one of the latest generation SIM cards – available **for all customers of Swisscom, Sunrise and Salt.**

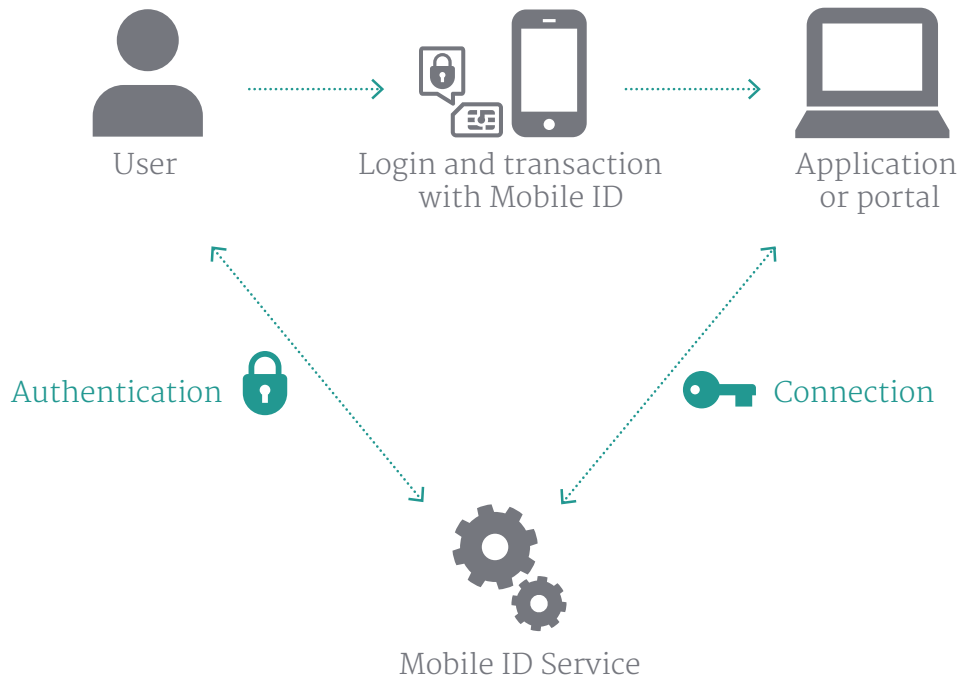
Mobile ID can redeem hardware tokens, SMS and password solutions for accessing your solutions and raises the process to a uniquely simple and secure level.

The simplicity of the Mobile ID for your employees or customers is matched by its straight-forward and low-cost integration for you as a company or official body.

We offer you a complete service package – at clearly calculable monthly costs.

*«Mobile ID is a forward-looking service with a promising future. It provides an ideal correlation between security, user-friendliness and functionality.»*

**Reto Grubenmann,**  
Director Risk Consulting, KPMG



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# A comprehensive service that caters to your needs

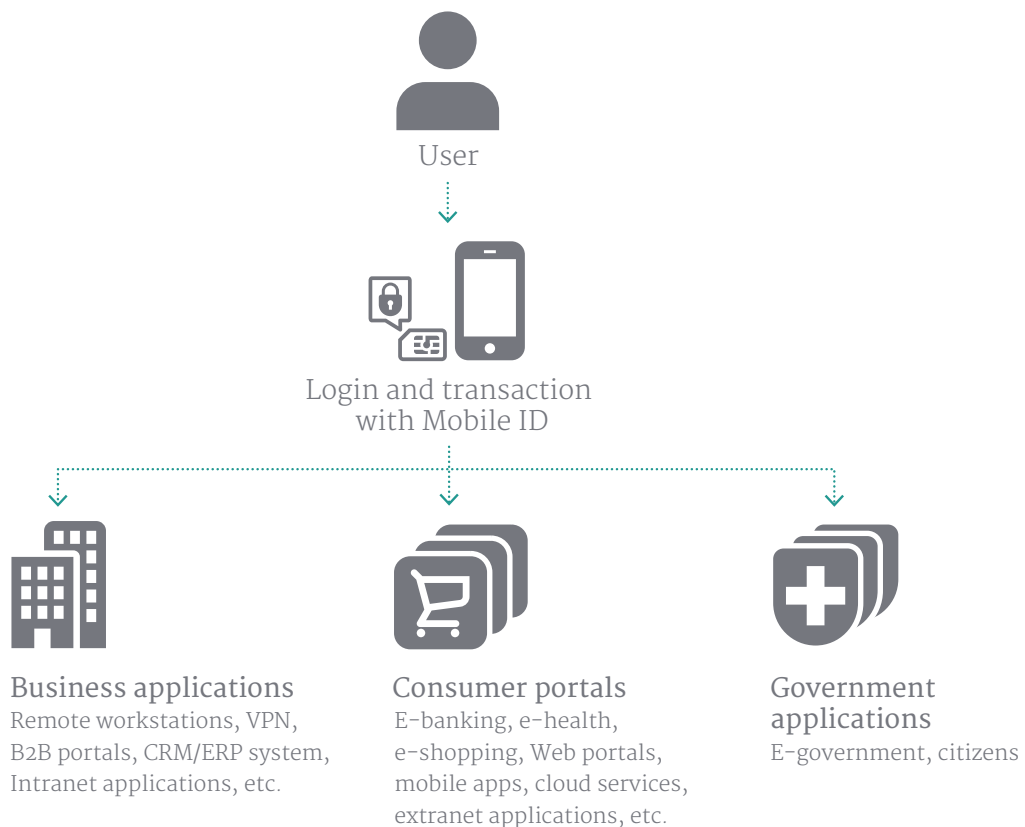
Your applications and portals can be connected easily to the cloud-based Mobile ID Service via an interface. Integration does not require any software or specific Graphic User Interfaces (GUI). Mobile ID can also be seamlessly integrated into your login process via standard protocols such as SOAP or REST, RADIUS or SAML and is compatible with solutions such as Microsoft ADFS.

## The Service offers:

- > Rollout of the Mobile ID SIM cards to the users
- > Free choice and dynamic definition of the text displayed to the Mobile ID user
- > Comprehensive Selfcare portal with 24/7 telephone support and comprehensive help for replacement and life-cycle of the Mobile ID
- > SLA with guaranteed availability
- > Geo Location allows restricting access from undesirable countries

## Use the Mobile ID for:

1. Secure access to
  - > Online portals
  - > Cloud services
  - > Mobile apps
  - > VPN accesses
  - > Remote workstations
  - > CRM and ERP workflows
  
2. The straightforward confirmation of
  - > Transactions, for example in the finance area
  - > Various processes in the Business-to-Bus environment
  - > Expressions of will: activation of electronic signatures



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# Advantages at a glance

## Simple and secure

Mobile ID is the simple and secure solution for login and transaction confirmation. Mobile ID operates without the need for any software installation or app and can be used intuitively.

## Customer-friendly

Mobile ID is user-friendly and meets the growing need for mobility. The service offers your customers an identical form of access for different portals and applications as well as detailed support via the Selfcare portal.

## Obvious

Mobile ID is based on the mobile phone's SIM card which is contained permanently in the device and therefore available at all times.

## Flexible

Mobile ID is highly scalable, can be deployed for any number of users and works on all standard mobile phones.

## Affordable and quantifiable

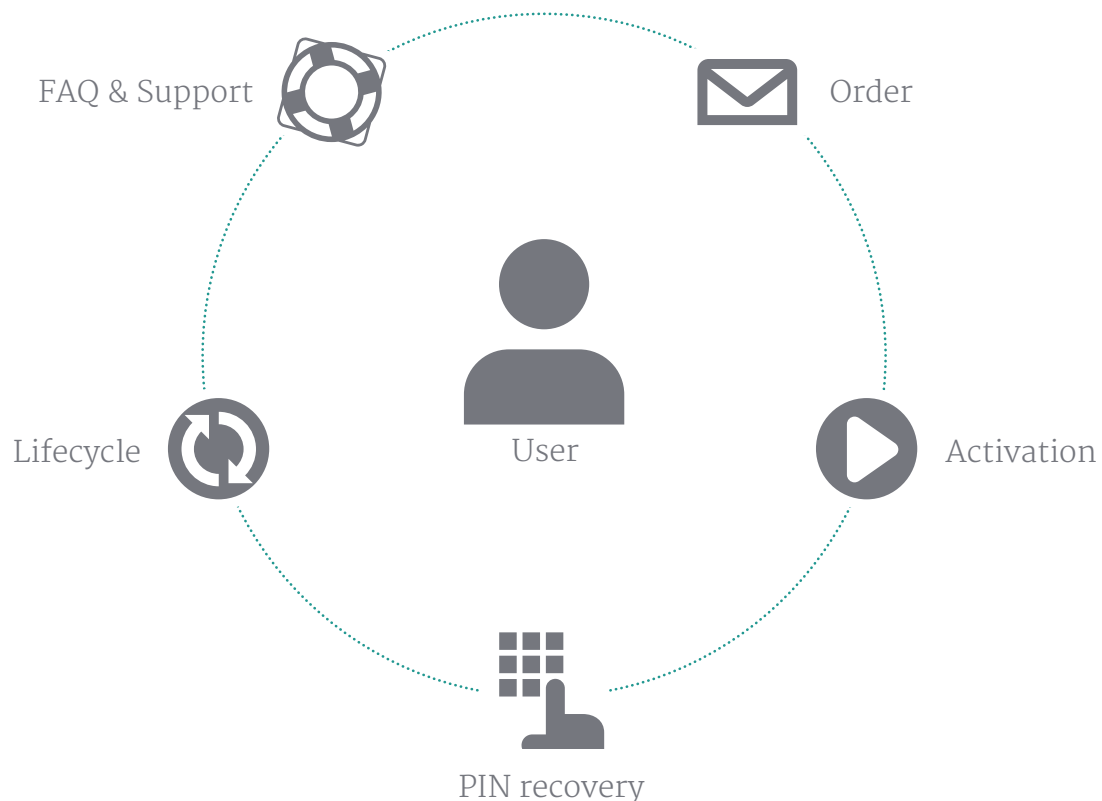
We assume the cost-intensive processes such as logistics and user support. The associated costs are included in the clearly calculable costs per user.

## Standardised

The Mobile ID authentication protocol is based on a widely-established technical standard which guarantees a high level of investment protection.

## Comprehensive

We assume all the costs for handling, processes and logistics as well as for investments in hardware or software for the integration of Mobile ID.



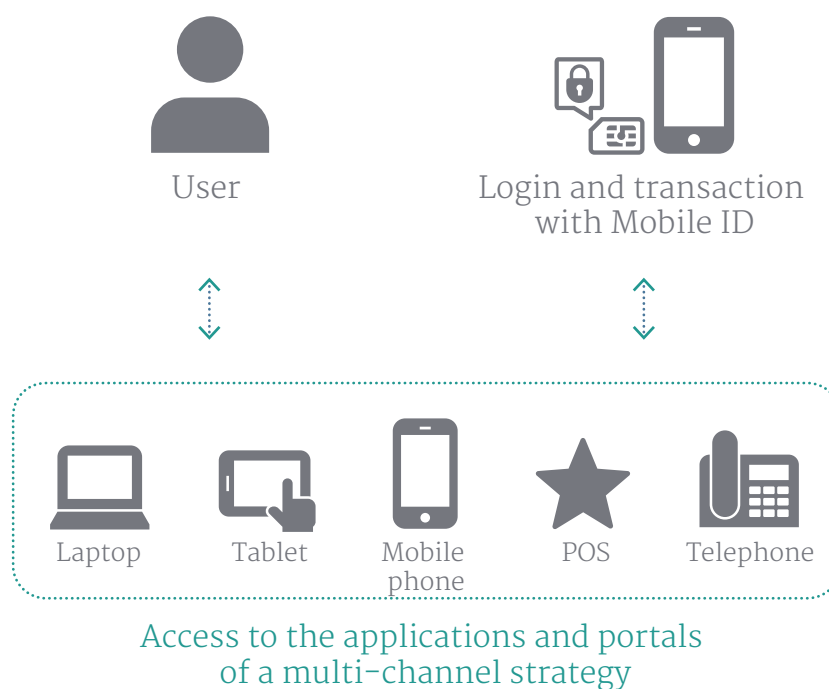
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# Mobile ID supports multi-channel strategies

*<<Mobile ID is the clever answer to changing patterns of consumer behaviour, enabling users to login to the e-banking (e-finance) of PostFinance from anywhere and at any time.>>*

Fabian Kollros,  
Head of Marketing Services, PostFinance

Your customers can communicate with you via laptop or tablet, at the Point-of-Sale or by telephone and use the Mobile ID to authenticate their identity to you. The customer experience always remains the same, regardless of which channel of communication or device they use. With Mobile ID you are choosing an innovative method which is ideally suited for use on any channel.



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# Successful and award-winning

## Recognition for technology:

### European Identity & Cloud Award 2012

The European Identity & Cloud Award is given in recognition of the best projects and initiatives covering the themes of «Identity & Access Management» and «Cloud Security». In 2012 Swisscom received the «Special Award Mobile Security» for its Mobile ID.

### Business Prize: Mobile Business

#### Best Practice 2014

The jury of experts of the St. Gallen Mobile Business Forum presented Swisscom Mobile ID with the award for «Mobile Business Best Practice 2014». Mobile ID impressed the jury of the University of St. Gallen (HSG) as «the most innovative mobile business solution for customer loyalty».

### Mobile ID awarded top marks in PCTipp test

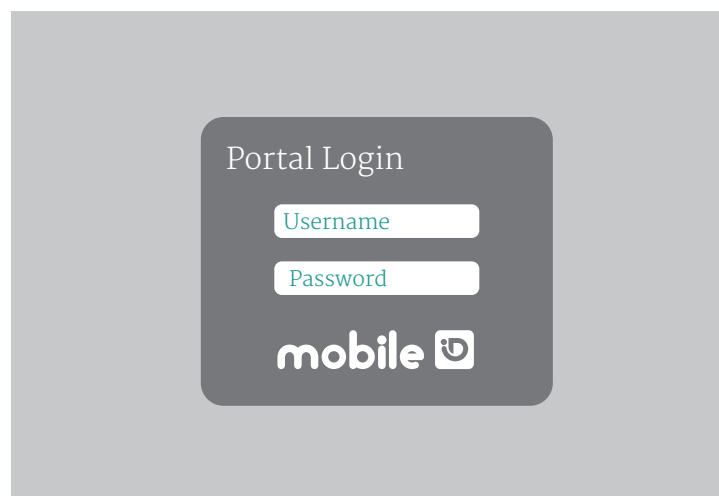
In September 2014 the Swiss computer magazine PCTipp conducted a study of the security and convenience of the e-banking solutions of Switzerland's leading banks. Mobile ID from PostFinance was revealed as one of the two most impressive services.

« Mobile ID gives us a powerful tool for user authentication with mobile devices. The cost to us is minimal and thanks to the intuitive use it enjoys a high level of user acceptance.»

Tom Sprenger,  
CTO, AdNovum

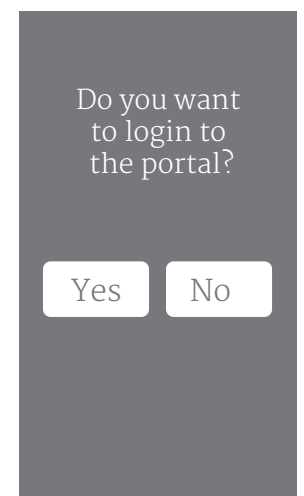
## Four steps to a secure login:

### A portal login procedure using Mobile ID (example).



1

User starts the login to the chosen portal. Login via Mobile ID.



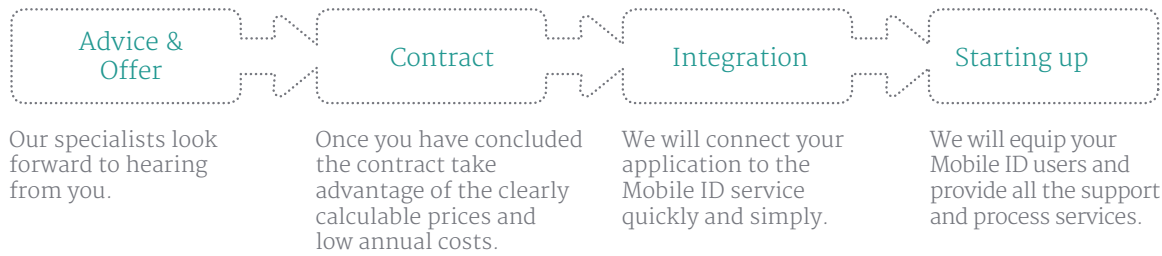
2

User confirms request on the mobile phone.



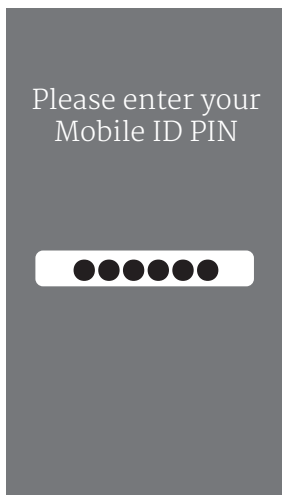
# Get started

## What does the implementation process look like?

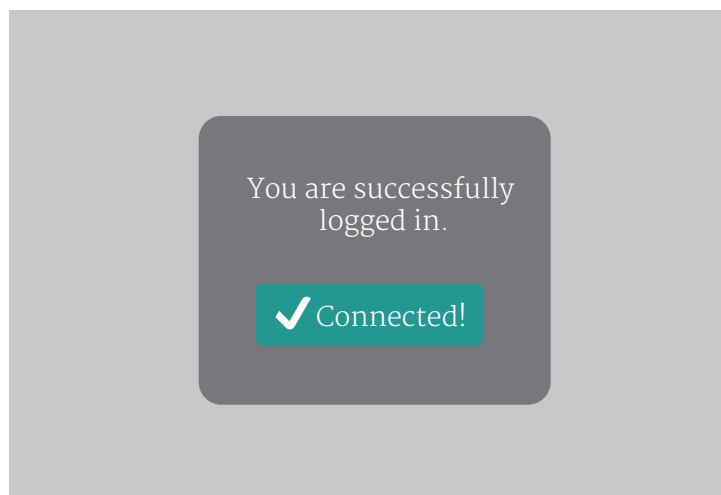


### Good to know

Want to see how Mobile ID works and whether the solution is suitable for you? In that case simply put it to the test and connect your application to the service. The costs will be minimal – the one-off usage costs for the first year plus the costs per active user.



**3**  
User enters his/her Mobile ID PIN on the mobile phone.



**4**  
User access to the portal has been activated.





We look forward to hearing from you.

**mobile** 

[www.mobileid.ch](http://www.mobileid.ch)