



# Digital persona

control your online presence across platforms and services



**Problem:** Users want to simplify application registration and logins

**Solution:** Mobile device acts as “virtual key” for disparate services



**Problem:** Fragmented, outdated authentications are vulnerable to fraud

**Solution:** Single authentication simplifies and follows latest security trends



**Problem:** Consumers want a unified experience across devices and platforms and to use rich customer data

**Solution:** Digital persona manages access and identity across platforms

**Your digital persona represents who you are and what you can access across various mobile and online platforms and services.**

Online banking



Social media



Medical/insurance accounts



## Digital persona solutions

**Device Entitlement Gateway** manages configurations and connection to the core network



**Mobile Connect** treats the device as a “virtual key,” simplifying and securing login.



**Intelligent Messaging** reaches users according to their habits and needs



**Subscription Manager** administers product and service changes across an operator’s network



## Two functional pillars

**Entitlement and Identity Gateway -** Trusted/secure gateway between devices and core network that manages what the device can do on the network



**Personal Data Protector -** Users manage their policies and attributions from multiple sources