

Escher Assured Identity Provider

Today digital identity is becoming a real challenge for governments and organisations worldwide in tying together the enormous number of existing and emerging online services. It is a challenge in terms of assuring the real identity of who the individual or organisation claims to be, and furthermore in making this identity available to multiple service providers.

Escher's Assured Identity solution is a standards based platform responsible for securely holding verified user credentials and other personal data, providing strong authentication for login with single sign-on (SSO) and federating this identity and data between many web and mobile applications. Escher's Assured Identity solution delivers a highly scalable enterprise platform based on SAML 2.0 and OpenID standards. The benefits of Identify Assurance are significant for organisations and customers.



BENEFITS

Improves the efficiency of existing services

Assured Identity follows the principle of 'make once, use many times'. It allows businesses, websites or mobile applications to leverage the advantages of dealing with an authenticated user. Consumers today have multiple user log-ons and passwords to access email, third party providers and government services. A single sign-on (SSO) would bring time and cost efficiencies to both customers and organisations.

Enables the innovation of new services

Many transactions & services are very often not delivered to market on the basis that the risks or costs in doing so are perceived as being too high. Governments and organisations that deploy a shared federate identity strategy minimise these factors and are better positioned to deliver new value adding services to market in a timely and relevant way.

Stronger authentication and security

Organisations that combine the qualities of having an online Assured Identity solution with the strengths of multi-factor authentication and single sign-on for their users optimise service integrity and application usability standards.

Order of magnitude reductions in the cost of Identity Assurance and transactions

There is a projected 96% cost reduction* between the traditional process of a face-to-face and back office processing of evidence to verify identity versus using online federated assurance services. The existing costs are spread between initial costs of creating identities (17%), using them in transactions (33%) and consumers' time creating and using identities (50%). Add to this the reduction in the cost of not just fraud itself but the cost of counter fraud measures and the savings to an organisation can be substantial.

A valuable revenue stream

Eliminating this substantial cost out of a process has a tangible and monetary value. Adding proof and assurance onto a digital identity has a value. Delivering attributes (with consent) such as a verified address, age, or employer has a value. If you are a trusted name with a strong relationship with your customers you can deliver a profitable service to trusted third parties which in turn delivers a fantastic experience and service for your customers.

* Source: The Economics Of Identity Report 2014, OIX The Open Identity Exchange

