

How Modern Identity Tackles Digital Vulnerability

Making Sure No One Gets Left Behind

Introduction



Vinay Dabas

Senior Solutions Architect

What We Do

We help you protect your users and every digital interaction they have while making experiences frictionless.



8+ Billion
accounts secured



59%+
of the Fortune 100



99.99%
platform uptime

Accessibility Tools



Many Are Left Behind



27%

Proportion of the population with a **“low digital capability”**



35%

Proportion of the population struggling to get online due to the **cost-of-living crisis**



10%

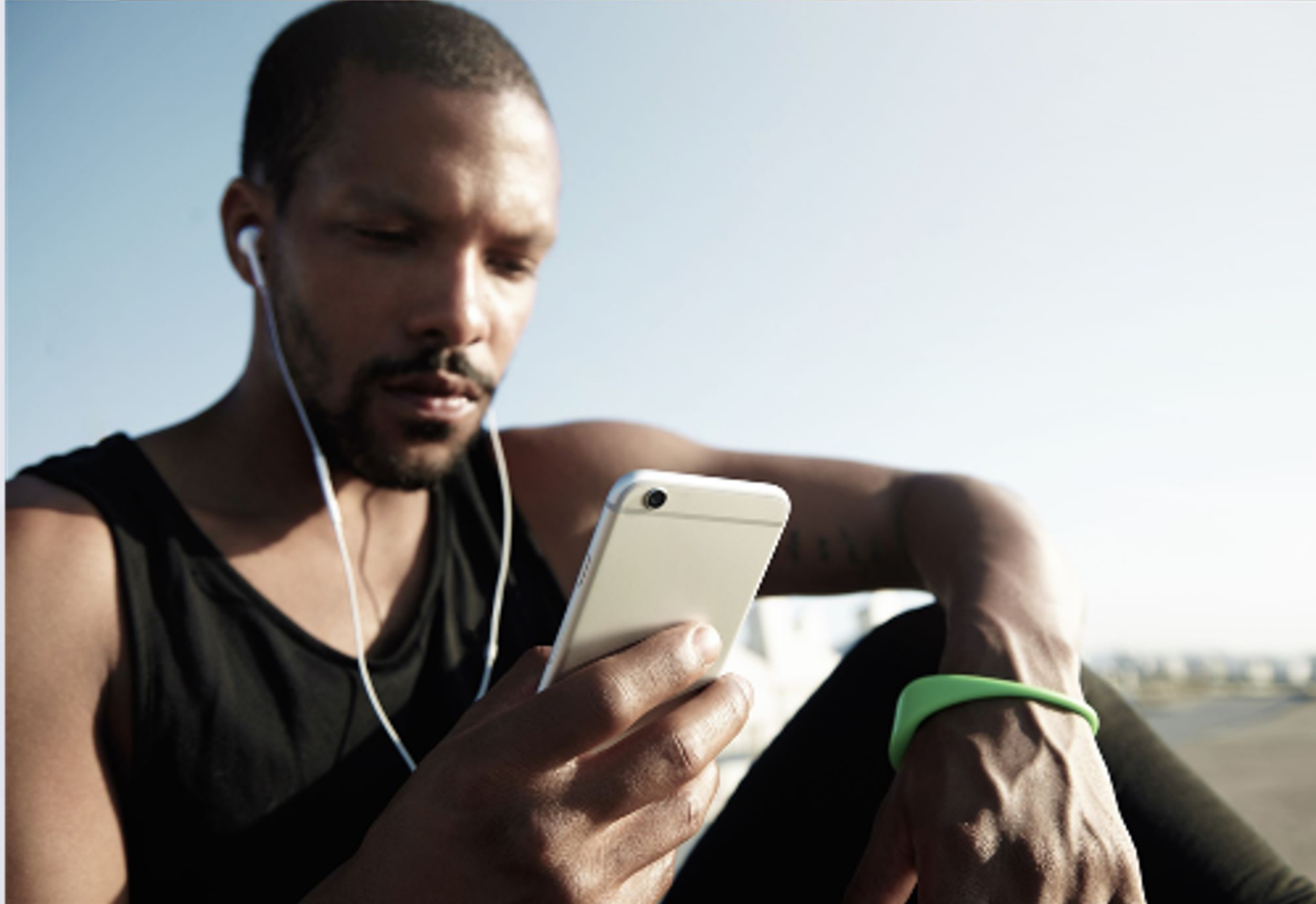
Proportion of the population **not knowing how to use an app**



7%

Proportion of the population not knowing how to **keep their logins and passwords secure**

Digital Vulnerability is Pervasive

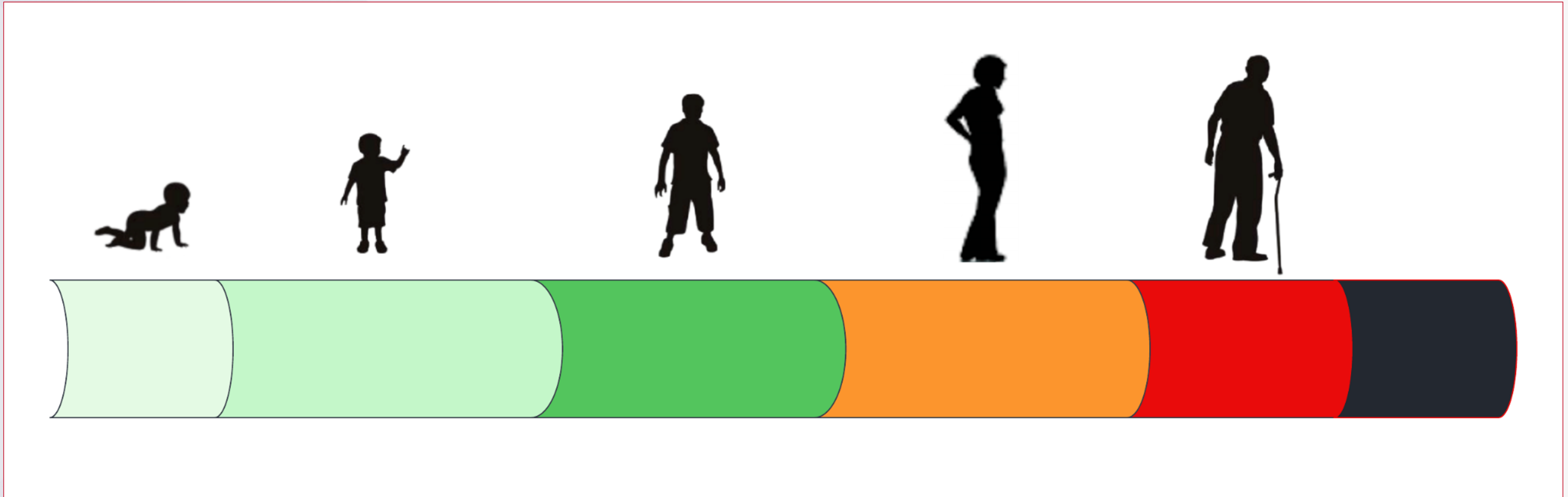


Identity Lifecycle

Youth

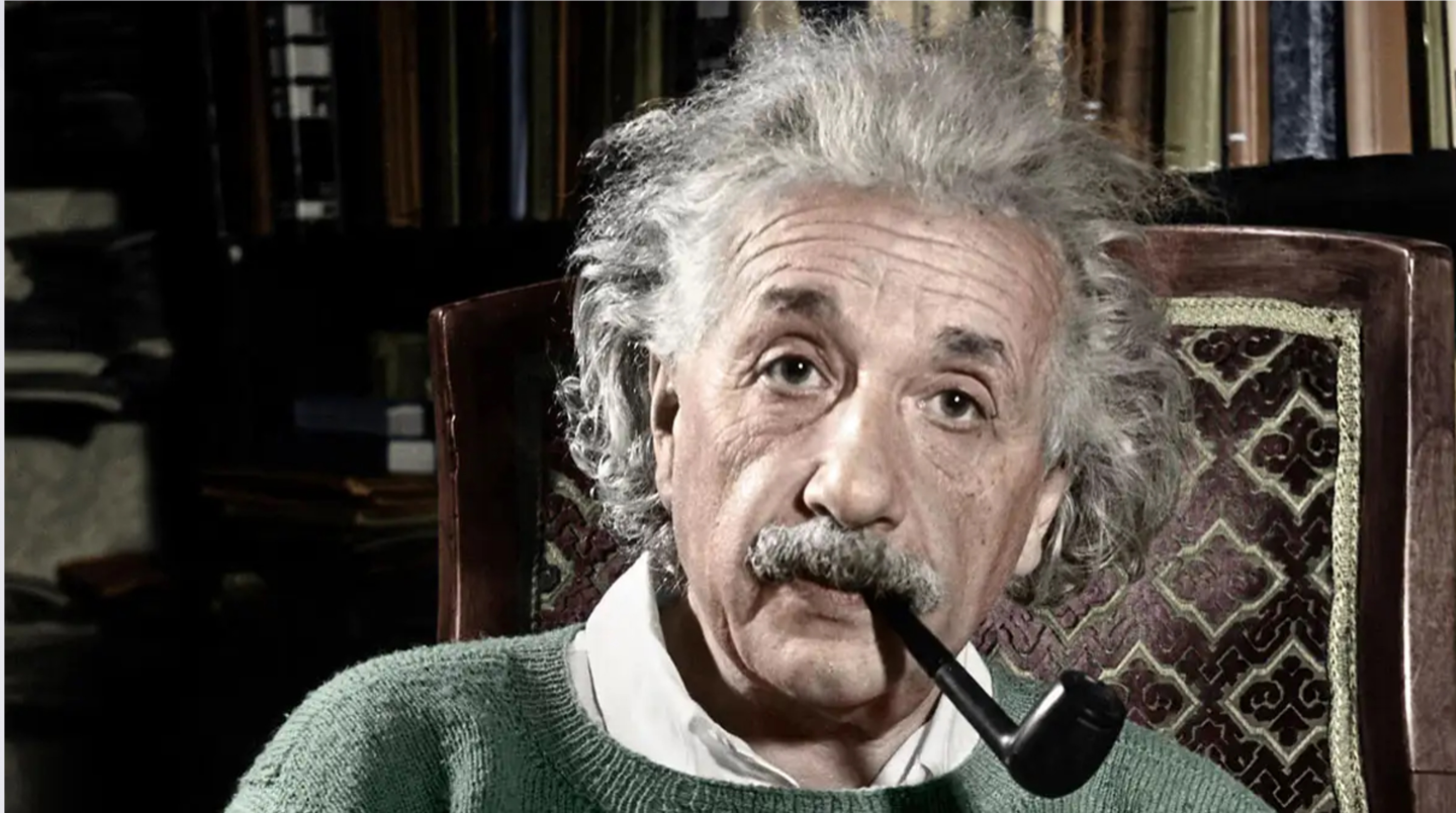
Adult

Senior



IDENTITY

The How



“We cannot solve our problems with the **same level of thinking that created them.”**

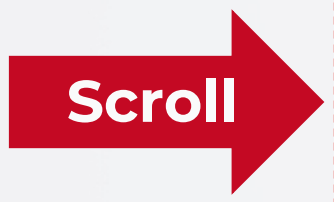
Tackling Digital Vulnerability With Modern Identity



Inclusive by Design

Controls Are Not Panacea

Controls Are Not Everything



Tackling Digital Vulnerability With Modern Security



Inclusive by Design

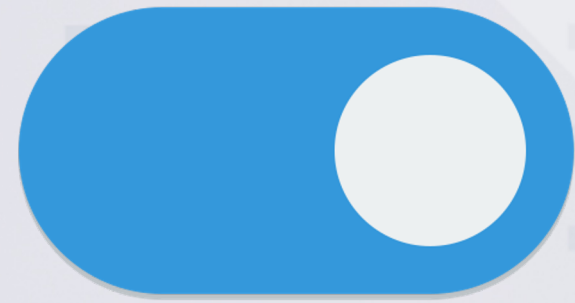
Controls Are Not Panacea



Context Aware Omni-channelled Adaptive

Everything,
Everywhere, All At
Once

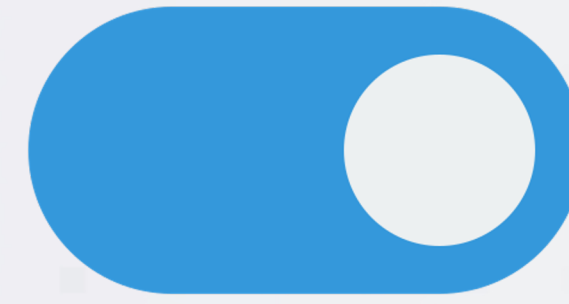
Prescriptive Access



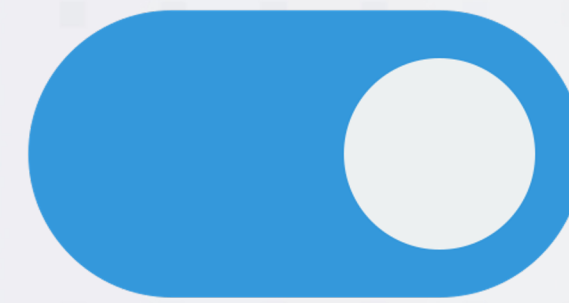
MFA



SMS

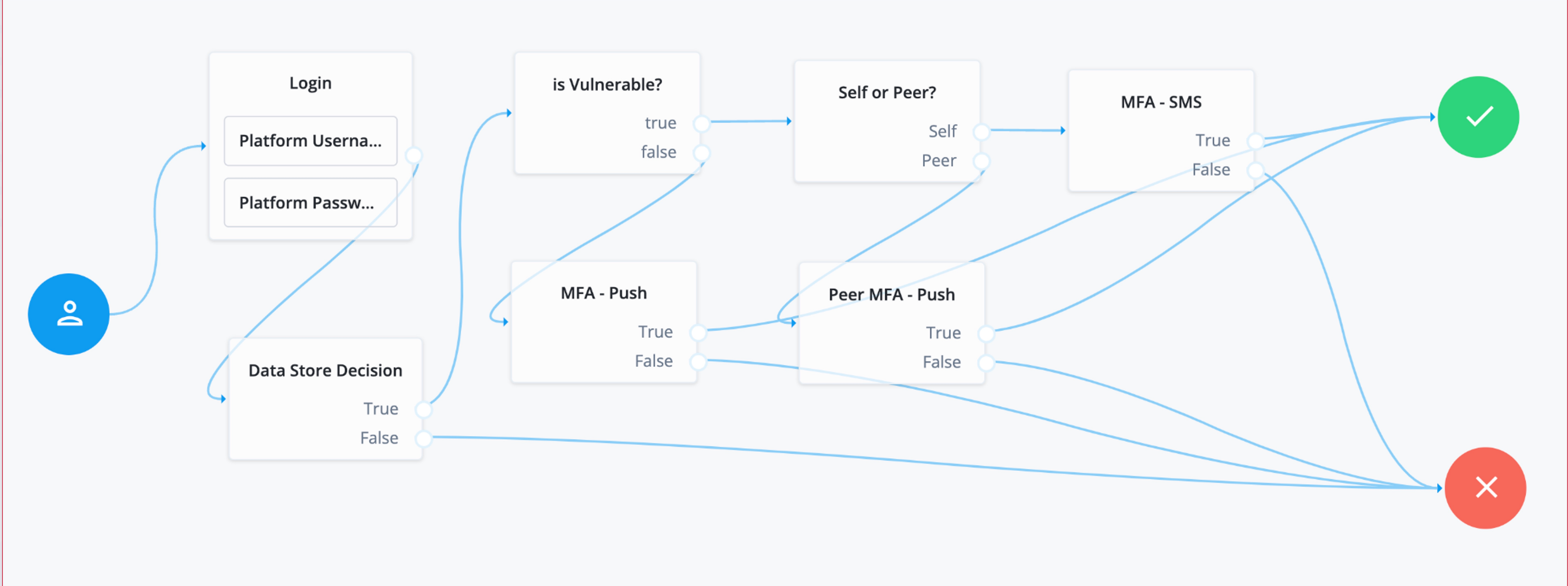


Authenticator App



WebAuthN

Adaptive Access



Experience Channels

□
**Inappropriate
Channel**

Dec 25

hi! I'm deaf and I can't call your service centre in Canada. I need assistance with my booked (rebookable) flight as your online system won't let me to move my rebookable flight at all. It says I must call you! There is no email address! Please help!

2

Dec 25

Hello, unfortunately we can not assist you, as the Social Media Team we have no access to the booking system. Please call a Service Center <https://bit.ly/38VAbbK>. Our colleagues will check alternative options for you. /Sina

1

Dec 25

Thanks but I can't hear the phone and how can I call service centre??

1

< Julia

Schedule some time with me

Hi! My name is Julia, how can I help you today?

Hi! I'm having trouble logging in

3:45 PM

Thank you for your email. We'll be in touch as soon as possible.

We typically reply in a few minutes

Julia

Okay, I can help you with that!

3:46 PM

Write a message

Add free live chat to your site

✓
**Appropriate
Channel**

Tackling Digital Vulnerability With Modern Security



Inclusive by Design

Controls Are Not Panacea



Context Aware Omni-channelled Adaptive

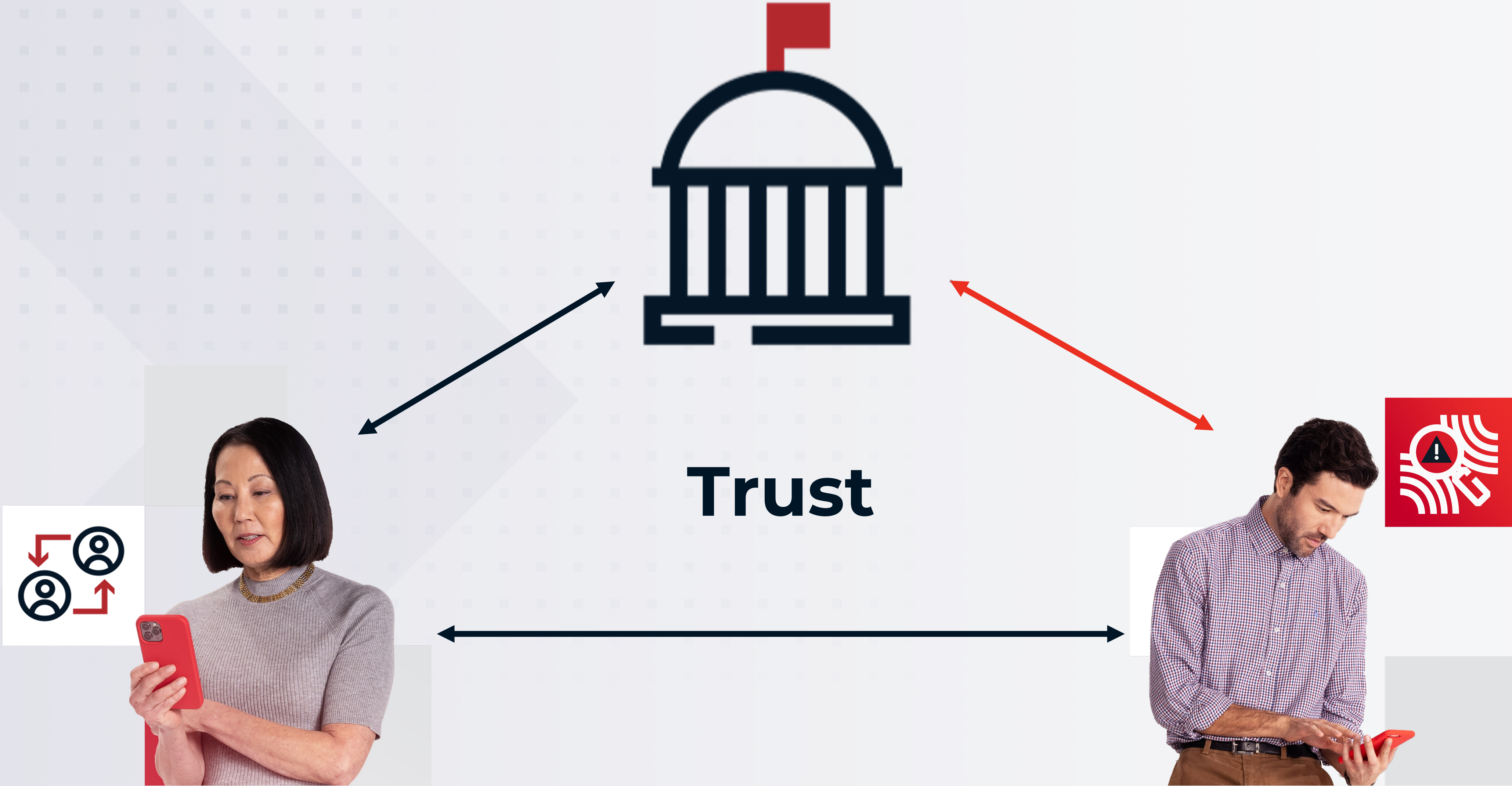
Everything,
Everywhere, All At
Once



Connected

Leave No One Behind

The Power of Peer Circles



Tackling Digital Vulnerability With Modern Security



Inclusive by Design

Controls Are Not Panacea



Context Aware Omni-channelled Adaptive

Everything,
Everywhere, All At
Once



Connected

Leave No One Behind



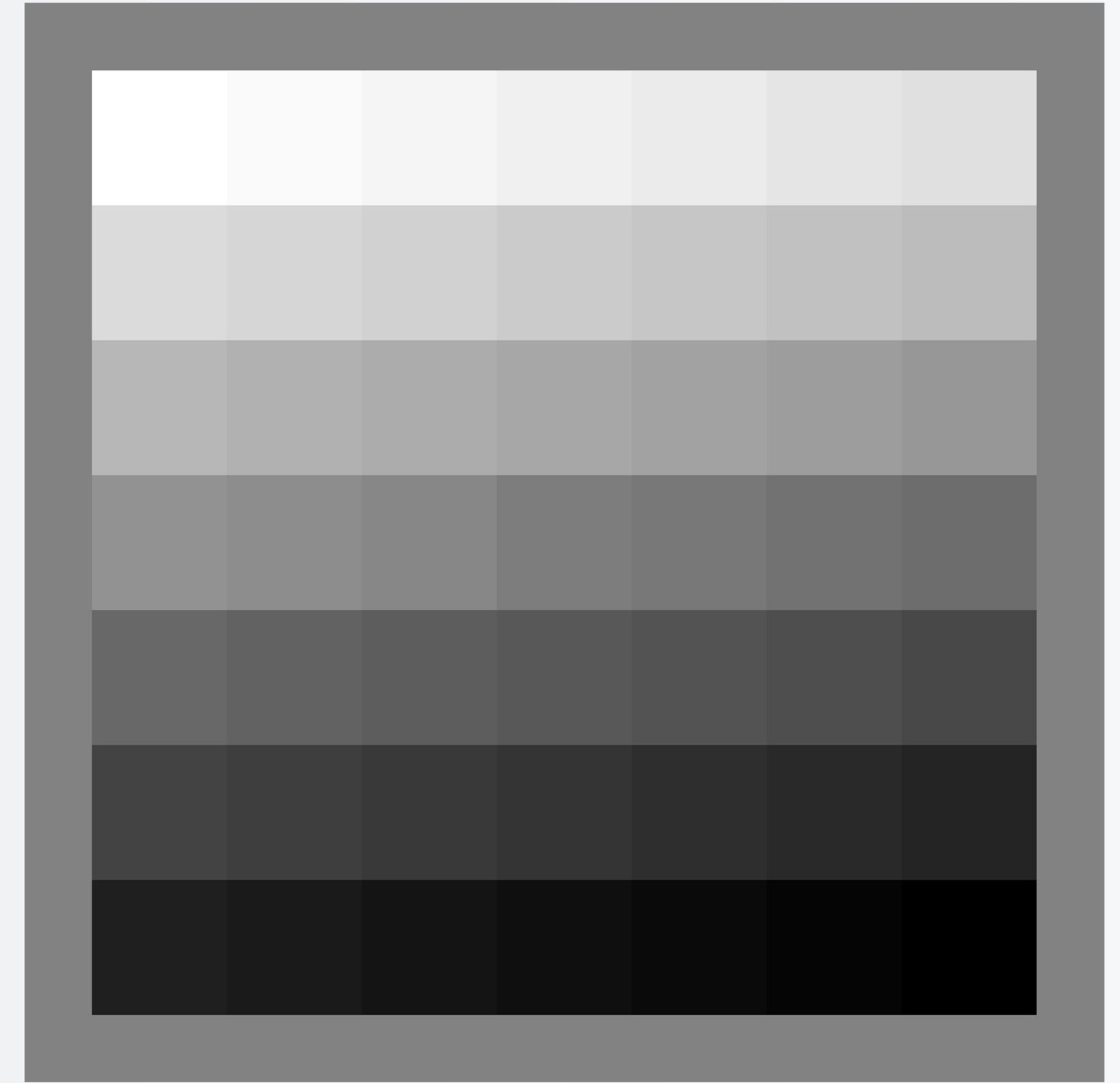
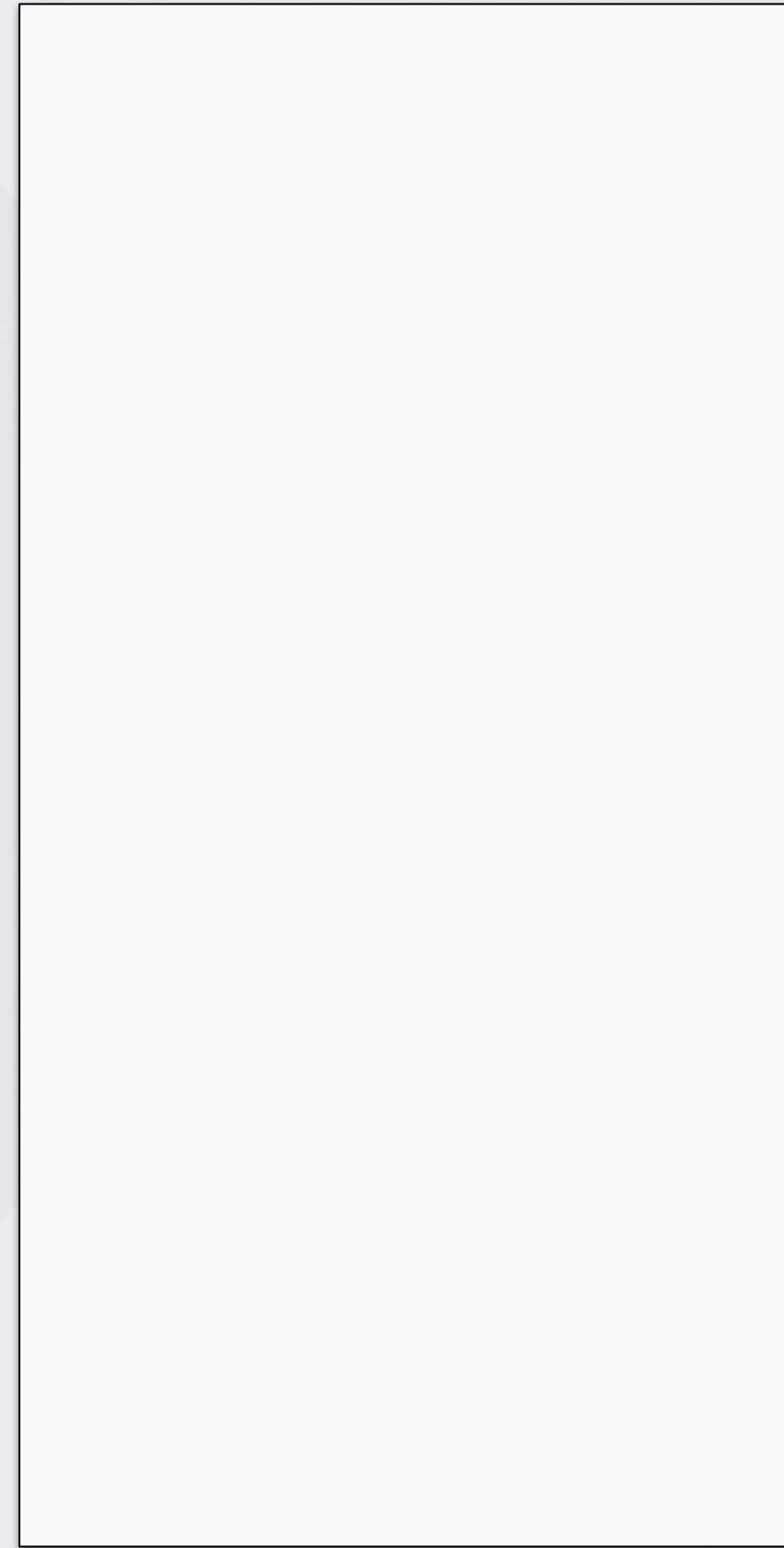
Balanced

Fifty Shades of
Security

Fifty Shades of Security



Or



Thank you