

Digital ID

Get to Know Your Customers, For Real



Authentication is fundamental to every Internet transaction. In the brick-and-mortar world, people rely on physical credentials—such as a handwritten signature, business license or letter of credit—to prove their identities and assure the other party of their ability to conduct a trade. Transitioning traditional commerce to the Internet world requires that traditional methods for establishing identities be mirrored in the online world. In other words, individuals and businesses who wish to engage in trade must authenticate themselves by reliably establishing their identity, and presenting credentials as proof of that identity.

But how do you verify the identity of your visitors without inconveniencing them? MSC Trustgate offers **Digital ID**, an electronic credential that authenticates the user's identity absolutely, positively.

Digital ID from MSC Trustgate is governed by the Digital Signature Act 1997. This means, your online transaction is admissible in court in the case of dispute. Digital ID also allows you to digitally sign electronic files. A document that is digitally signed is treated as a legal binding document as it is with a handwritten signature.

3 types of IDs available:

WebPass IDSM

- Secures access to Web sites
- Replaces passwords
- Easy, one-step registration
- Customer Care

Class 1 Digital IDSM

- Secures access to Web sites
- Signs and encrypts e-mail messages
- Verifies authentic e-mail address
- Premium Customer Care

Class 2 Digital IDSM

- Secures access to Web sites
- Signs and encrypts e-mail messages
- Verifies personal identity for greater assurance online
- Premium Customer Care

If you're counting on the Web to increase your e-business, count on MSC Trustgate to increase your online security.

Key Benefits:

World Class Technology - Based on the same technology that protects nuclear missile codes, our Digital IDs provide a highly secure, easy-to-administrator and affordable alternative to traditional password.

Proven Track Record - Secured over 765,000 Web sites, including the top 40 e-commerce sites and 4,500 enterprises covering virtually all of the Fortune 500 businesses with Web presence.

Ease of Use - With Digital IDs, your customers won't have to remember a number of passwords, plus they only need to register once. In addition, your administrators won't have to deal with issuing and managing passwords or waste time finding forgotten passwords.

Over 4,000 enterprises worldwide use Digital IDs to secure their online businesses:

Financial Institutions

Banks and brokers are using Digital IDs to give customers secure access to their accounts for stock trading and account management. Customers can use their Digital IDs as a universal log-in at a bank's Web site for quick access to account information without having to memorize multiple passwords.

Telecommunications

In a highly competitive marketplace of the telecommunications industry, it is crucial to deliver secure and consistent connectivity to achieve good customer experience. Telecommunication providers are integrating Digital IDs in their services offering to differentiate themselves from their competitors.

Public Sectors

Government must provide a secure and safe e-government environment so that public can have trust in dealing with them over the Internet. Digital IDs help to create a safe Internet environment by securing critical data being transmitted electronically to and from the government Web sites. It also ensures that the right people are getting access to the right information.

Healthcare Industry

Security and privacy are critical to all institutions in the healthcare industry - from electronic patient records to automated claims processing. Healthcare provider uses Digital IDs to protect medical information, to reduce risk of lawsuits, and achieve compliance with applicable regulations.

Retailers

By accepting Digital IDs at their site, a store manager can collect information about who accesses the Web site and which services are most popular, or set up accounts for purchases. This enables them to provide relevant content on an individual basis, link Digital IDs information to order status and purchase history databases, and eliminate false orders or repudiated sales.

Publishing / Subscription Services

Digital IDs help maximize subscription revenue by preventing multiple users from sharing a password, and help to enhance the user experience by providing a one-step registration process. They can also boost advertising revenue by enabling companies to present precise demographic information about their readership to advertisers.

Services Companies

Digital IDs give organizations the ability to provide a higher level of service because they can identify their customers. These companies can use Digital IDs to track shipments without having customers enter user names or tracking information, which also provides increased privacy.