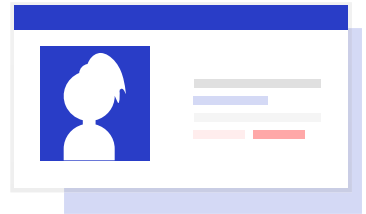


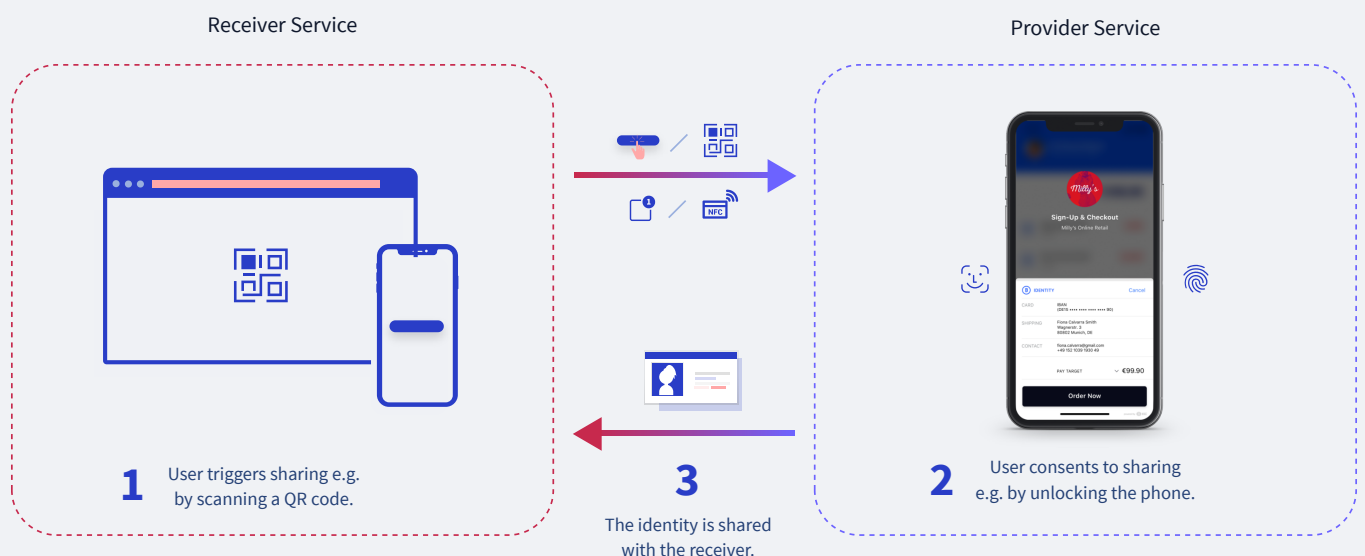
# IDX by IDEE

**The Digital Identity Exchange for secure, convenient & compliant customer experience.**



Digital connectivity exploded. Interactions conducted online rapidly grow. Day by day. And in the age of digital consumption, it is businesses' biggest challenge to balance user convenience with commercially viable access to your product and services and information security. Your customers expect a seamless, fast, convenient and personalized experience. You can't offer that. Because the world today is dependent on outdated identification processes such as annoying login forms or tedious video ident. Customers repeatedly need to provide information, to re-identify themselves and to re-build trust when using online services.

Current solutions such as Social Logins and access-token-based approaches do not close the gap between user experience and security. While they remove certain parts of the data entry, they create a significant risk for your security because they are based on passwords and access-tokens. As a result, the greatest friction for your users is reduced but you create the biggest security threat for your business. In the age of digital identities, you need an identity solution that matches modern customer requirements and does not put your organization at risk.



We designed a lightweight and highly flexible solution that makes data entry obsolete and doesn't require passwords for sharing data while ensuring high security and privacy standards.

Our technology is built on the fact that within every ecosystem (i.e. conglomerate, business network, corporate group, partner network or brand silos) your customer already owns a verified digital identity. With IDX we enable the exchange of this digital identity attributes between a providing and a receiving

party securely and compliant. This allows businesses to accelerate on-boarding processes within their conglomerate or ecosystem by reusing already verified customer identities.

**This is how it works:** If a customer wants to use a new service, she can scan a QR code on the businesses' website with her smartphone's camera or the identity provider's app. In the app she confirms the data exchange. Her digital identity is transferred to the company she wants to onboard with.



# Key Benefits

**Our features guarantee higher customer satisfaction and significantly better cyber security.**

**Improve Customer Satisfaction and NPS:**

Better UX, fast and easy sign-ups and checkouts. No friction, no additional registration, one-click.

**Increase Conversion:** Receivers benefit from reduced friction during sign up and checkout processes result in an improvement in conversion rates of more than 50%.

**Adapt User Journey:** The user journey can be easily adapted to suit your organization's and user's needs. Identities can be shared with multiple platforms (e.g. app, web, mobile web) and using various triggers (e.g. scanning a QR code).

**Maximize Security:** All knowledge-based factors such as passwords and pins are eliminated. No single point of failure for data breaches.

**Grow Revenue:** Providers can monetize from sharing digital identities with partners in their ecosystem.

**Choose Application:** Applicable for all identity interactions for users such as checkouts, sign-ups, age verification, e-Voucher redemption, and payments.

**Choose Stakeholders:** You can exchange identity attributes between silos of a department, subsidiaries within a corporate group or even external partners. The independence of provider and receiver makes the application possibilities endless.



# Why work with us

**Unique solution designed for established businesses.**

**All stakeholders benefit:** You are looking for a solution in which you are the winner - and not a third-party provider. That is why we have designed IDX to benefit all stakeholders. Receivers increase their conversion while providers can monetize the provision of their customer data.

**Compliance always in mind:** The protection of your customer data and ensuring their privacy is important to you. We know that and built IDX from scratch with privacy by design to ensure a true, private and secure identity ecosystem. Our zero-knowledge architecture ensures the user's information is never stored on our servers. IDEE's solutions are 100% compliant with regulations such as GDPR and PSD2.

**A world without passwords:** You have already identified that passwords are outdated, a significant security risk to your organization and present costs. And so do we. That's why we provide technologies that are super secure without requiring passwords.

**Business-friendly integration:** You are a fan of quick solutions that don't turn your whole IT upside down. So are we. IDX technology from IDEE is lightweight and can be integrated using one-click plugins for common e-commerce platforms, via SDKs in mobile Apps, and via libraries on your server in existing systems.

## A technology that rethinks identity exchange instead of relying on the old.

We leverage the user's smartphone, public key cryptography (PKC) and blockchain technology to provide a sustainable solution. The principles of PKC are used to secure data exchange. This asymmetric encryption method is supported by all smartphones. IDEE uses both RSA and elliptical curves for PKC. With the help of the blockchain we allow 100% availability as well as DSGVO conformity and the trustworthiness of the digital identity. We use the smartphone's security chip to store the identity attributes and make them inaccessible by attackers - making identity theft impossible.

To learn more about IDEE's Identity Exchange, visit: [getidee.com](https://getidee.com)