

Digitalizing the mobile economy in Latin America

Latin America is digitalizing its economy. It is one of the fastest-growing regions for e-commerce, following Asia-Pacific. E-commerce is growing strongly and the sky is the limit! In 2019, online retail sales will reach \$85 billion.

IDENTITY

POSTED ON 02.13.17

The largest online market is Brazil, accounting for 42% of all online retail sales, followed by Mexico and Argentina, which will be the fastest-growing e-commerce market of the three countries (BI Intelligence). Rafael Canon, Telecom Marketing Manager for LATAM at Safran Identity & Security, sees his mission as working to help Latin American mobile network operators to define their role in this evolution and to accelerate the digitalization of the economy. *“Digital life calls for digital identities. Security and convenience in handling these is the basis for digital growth – here mobile network operators have the opportunity to build acceptance and growth of digital transactions by offering new ways for secure and convenient authentication.”*

For all of us, the need to be identified, and sometimes also to be authenticated, starts as soon as we try and connect to a service. Each and every day, we all have to enter usernames and passwords multiple times, and when the service is sensitive, potentially multiple passwords. *“To solve this problem, we recommend our GSMA Mobile Connect solution. Instead of remembering an ever-increasing number of usernames and passwords, with Mobile Connect operators can provide a single trusted, secure and convenient SIM-based authentication solution,”* explains Canon. Latin American mobile network operators (MNOs) have just started to adopt Mobile Connect, and Rafael tells us *“The next step will be to enhance Mobile Connect with biometric technology.”* Just like banks: the Latin American “Banco Itaú” reports that, thanks to biometrics, digital transaction time has been reduced by more than 30%, and, above all, fraud decreased by 68%.

One way MNOs can do the same thing is to integrate biometric facial recognition into the Mobile Connect solution: A simple **“selfie check”** with the smartphone enables users to verify their identities quickly and, of course, securely. Liveness detection ensures that the selfie-check is actually made by a live user, and not using a photograph.” Canon is convinced: *“This is a unique way to combine security and convenience – and in my opinion it will bring the next big boost for the digitalization of the economy in Latin America.”*