



Aalto University
School of Electrical
Engineering

S-38.3046 Value Network Design for Internet Services

Case: Initial Authentication Service

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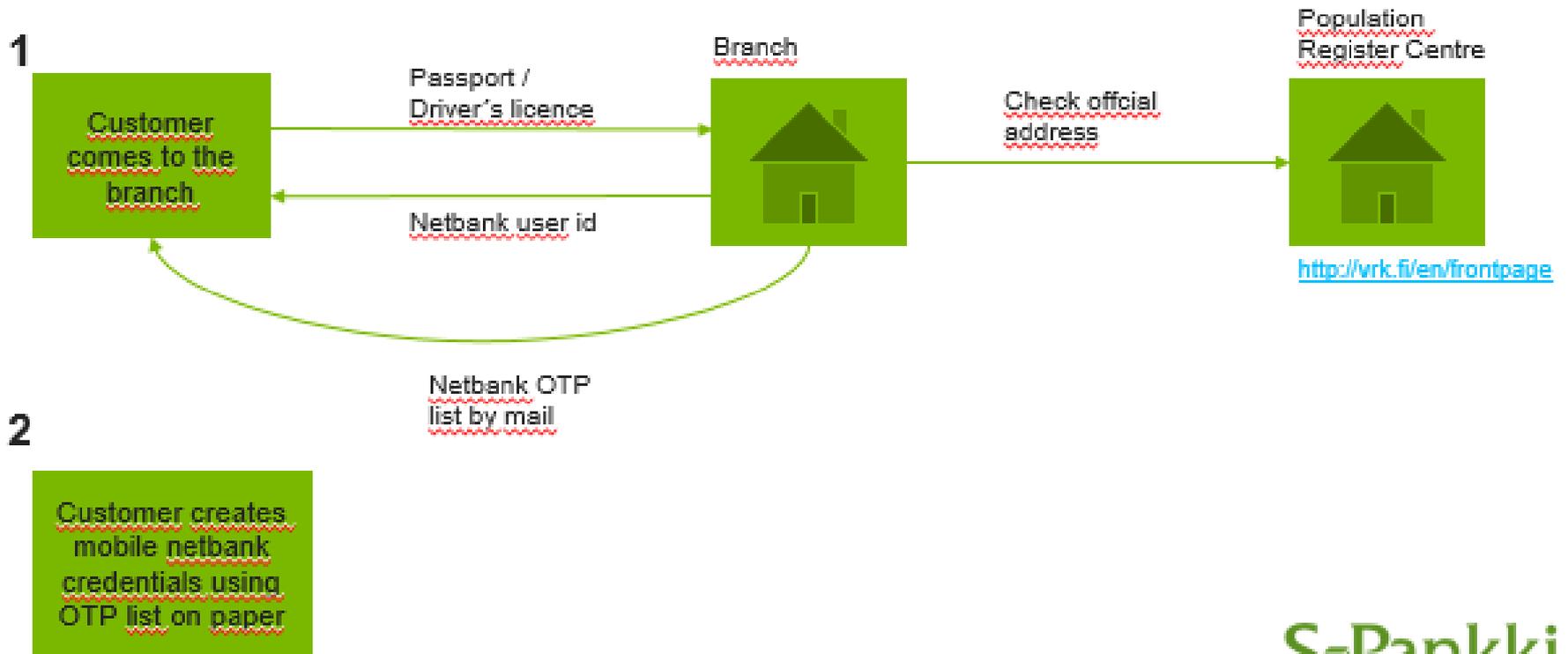
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Case description

- In Finland bank identification is used for identification for other online services as well, for example updating taxes -> it is strong identification
- To get a Finnish bank account, customer need to visit the bank and netbank OTP list is sent by mail
- Scope for the case:
 - Is there other opportunities to get a bank credentials than visit bank office for a person who doesn't have any previous back credentials?

Case description

CURRENT PROCESS - MOBILE



Key market trends

T1: Growth in mobile service usage

T2: Changing customer expectations in service: people want easy, efficient, anytime and anywhere service

T3: Migration and studying abroad grows -> more people without previous bank credentials

T4: Electronical development of payment etc. banking related technologies continues growing fast

T5: Co-operation and common databases inside EU provide better translate of personal information

Key market uncertainties

U1: Can technological changes tackle the biggest bank risks: Identity thieves, money laundry and fraud?

U2: Can social media services provide stronger identification?

U3: Will open bank APIs provide new needs for bank identification?

U4: How EU directives like PSD2 (Payment Services Directive) change banking market? Will there be new directives?

U5: Will technology of biometrical (ex. voice, retina), behavioral (ex. swiping speed) or physical (ex. heart rate) identification provide new identification methods?

Scenario Themes

Correlations between trends and uncertainties

- Correlation
- No correlation

	U1	U2	U3	U4	U5
T1	+	-	-	-	-
T3	-	-	-	-	-
T3	-	-	-	-	-
T4	+	-	+	+	+
T5	+	-	+	+	+

Scenario Themes

- Growth in mobile service usage and customer expectations for service create a need for easier and faster way to create bank accounts
 - Will there be soon enough good and secure enough identification possibilities (biometrics, social media, etc.)?
 - How to prevent identity thieves and money laundry with new mobile identification methods?

Questions?

Thank you!