



## Swisscom Mobile ID nominated for the GSMA Award

Swisscom was shortlisted for the prestigious GSMA Award – unfortunately the nomination did not culminate in a win. Nevertheless, the World Mobile Congress proved to be the ideal setting to present, as the world's first mobile communications provider, a live demo of an identity solution in interplay with Mobile ID.

Swisscom was nominated for the GSMA Mobile Connect Award for Mobile ID in the category «Best Authentication & Identity Solution». Unfortunately, the nomination did not culminate in a win. Adrian Humbel, Head of Security Solutions at ENT-BD, is happy nonetheless: «We were able to demonstrate to the collective mobile communications industry, as the world's first mobile communications provider, how the GSMA «Mobile Connect» identity solution interacts with Mobile ID in a live setting.»

Mobile Connect was developed by a joint initiative of leading mobile communications providers. Mobile Connect enables users worldwide to have secure access to digital services so that they can perform transactions with companies and public authorities in a safe and trusted manner. Their privacy on the Internet is respected in full. Swisscom has already technically implemented the underlying protocols. Still in this year, Swisscom plans to introduce services on the market that build on Mobile Connect. Christian Petit comments: «This way, we can again underscore our competence concerning digital identities on the web and assume a global leadership position starting from Switzerland.»

### Authentication per Mobile ID

Mobile ID is an important building block. It provides users with one single login solution for their numerous and diverse applications – for the GSMA Mobile Connect solution, for example. Swisscom, Orange and Sunrise have been collaborating on Mobile ID since autumn 2014. They are focusing on a Swiss-wide joint service for secure logins – made by Swisscom. Over 30 business customers already use Mobile ID, including Postfinance and Abacus.

### About the GSMA Global Mobile Awards

The GSMA Global Mobile Awards are the most significant distinctions of the mobile communications industry and honour industry players' global excellence and innovation. The Awards are always presented at the Mobile World Congress in Barcelona. Swisscom most recently won the Award in 2005 in another category, for Mobile Unlimited. The GSMA represents the interests of mobile network operators across the globe. In over 220 countries, the GSMA unifies nearly 800 mobile network operators and 250 companies from the extended mobile sector.