



# Unlocking the value of Identity-Data with AI

...with special guests!

04th May 2022



# Agenda

- Introduction
- Recap: IndyKite, IAM & CIAM for Web 3.0
- Unlocking the value of Identity Data
- 'Fireside' Q / A with Scott McNealy and Lasse Andresen
- Q / A and close



# The new internet era has started

# Web 3.0

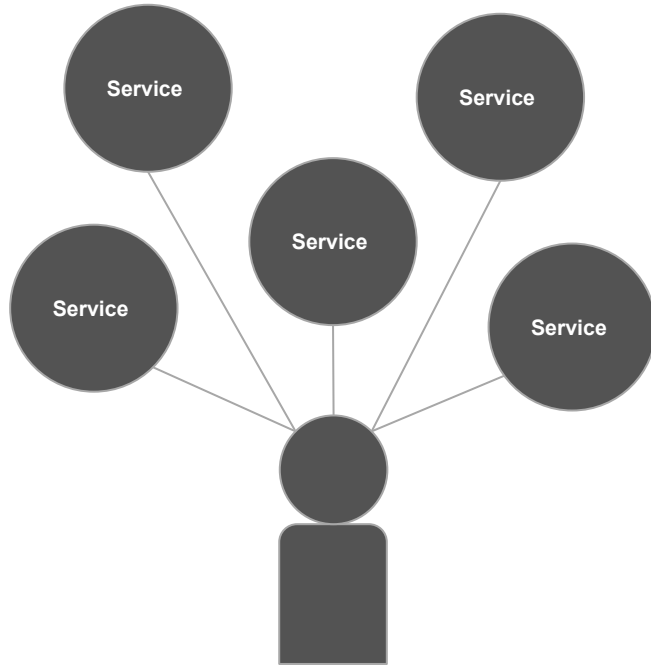
<b>Data driven</b>	From Corporate Identity to Business Asset
<b>Decentralization</b>	Not large databases controlled by a single company
<b>Privacy</b>	Return control to the users
<b>Personalization</b>	Based on user's behavior and preference.
<b>Context</b>	Real-time dynamic decisions

It is all about the evolution of third generation internet services that is a blend of:

- Semantic web
- Microformats
- Artificial Intelligence
- Data Mining
- Natural Language Search
- Machine Learning

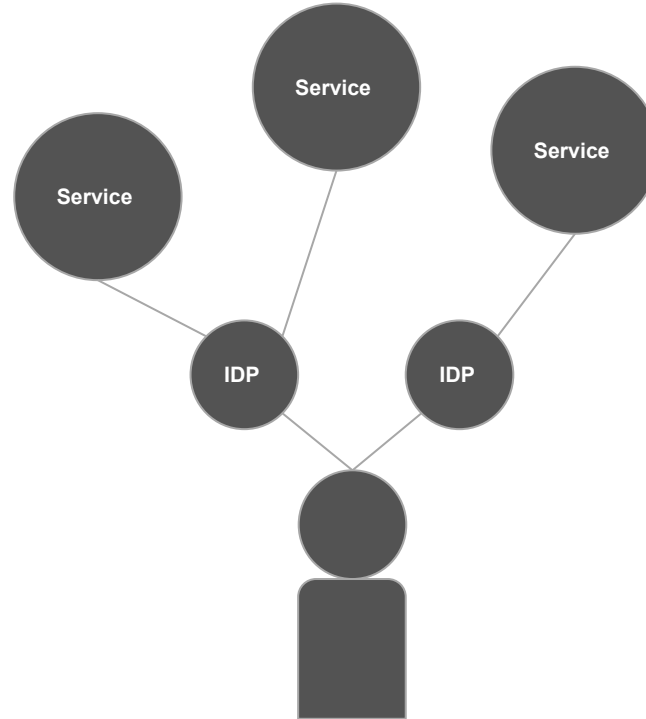
# Evolution of identity platforms

## Centralized (human-centric) Web2.0



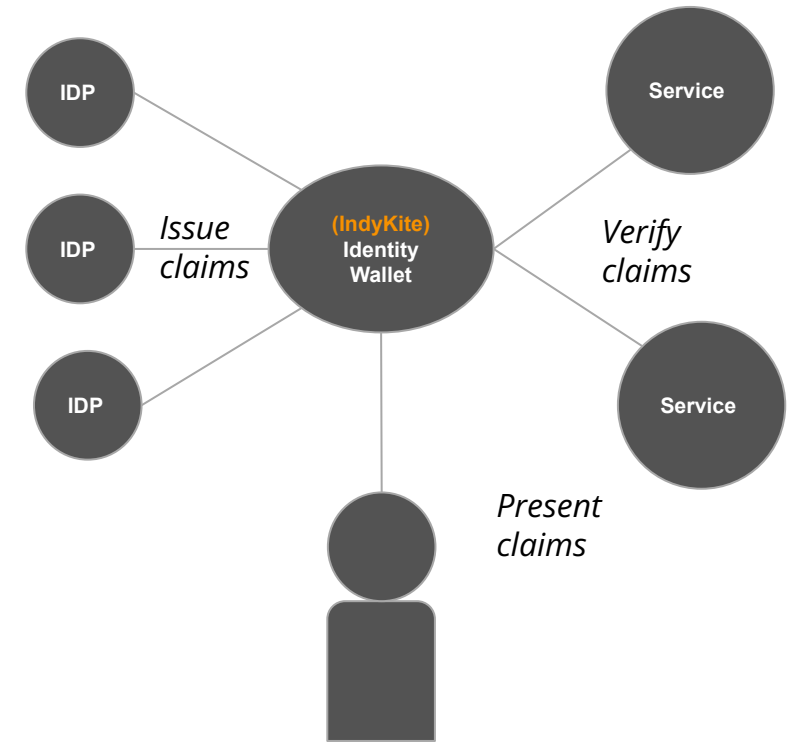
Unique Identity for each service a user interacts with

## Federated (human-centric) Web2.5



Fewer identities but compliance and control issues for services

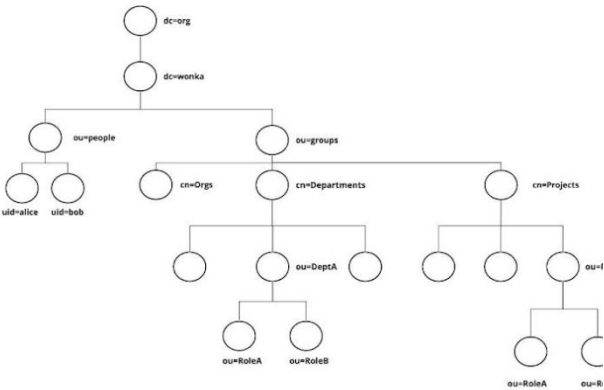
## Decentralized (identity-centric) Web3.0



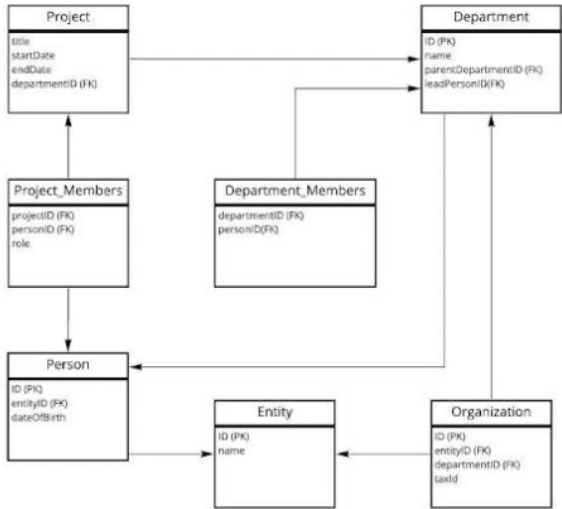
Identity Providers issues claims to/about and Services are able to verify claims without accessing more info than required

# Technology should evolve to address this complexity

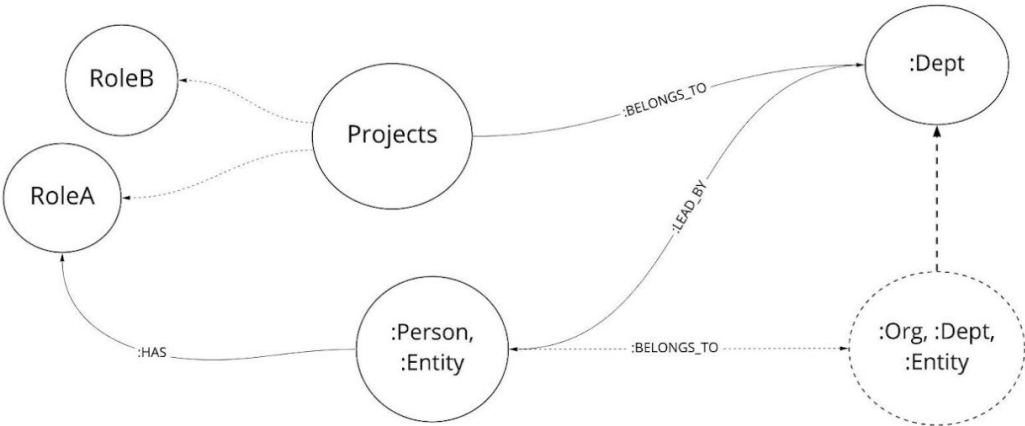
Model: LDAP



Model: Relational DB



Model Graph DB





**How long does it take you to  
realize ROI from your C/IAM  
project ?**

# There are significant issues in multiple channels

*with current state C/IAM*

## Time-to-value

Automation doesn't work with  
static, current state C/IAM

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Innovation dies  
(or doesn't start)

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Scalability limited

## Complexity

Distributed Data

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Lack of context

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Regulatory

## Lock-in

Authorization set in  
business domain

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C/IAM remains a  
'forever problem'

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IT departments  
buried 'in the basics'

# Yet... Identity data is \$valuable

## INSIGHTS

Recommendation

Discovery

Personalization



## ACTIONS

Consent

Verification

Biometric authentication

## DECISIONS

Dynamic authorization

Threat detection

Risk





# IndyKite enables intelligent applications

## FiServ Customer

IndyKite.me Identity Wallet

- Connects verified information and attributes to a verified human, entity, 'thing'
- Models all relationships dynamically on graph
- Business value is in driving secure, trusted, private customer experiences (all in heavily regulated markets)



# IndyKite enables accelerated ROI

## FiServ Customer

Using **New Knowledge** from **Identity Data** to make better decisions

- UC1: From a **trusted physical** to a **trusted digital dialogue**
- UC2: Granting **permissions** automatically & **autonomously**
- UC3: **Fine-grained consent management**
- UC4: **Power** of attorney

# Privacy and consent: *then and now*

“You have no privacy.. get over it” -  
Scott McNealy (1999)





## Privacy & Consent: in Web 3.0 Accountability

‘Anonymity breeds  
irresponsibility...[but]  
without anonymity we  
don’t necessarily get  
the whole truth.’



## Where C/IAM is headed: Unlocking the value of Identity data

In the old days the holy grail was “who’s who that gets access to what.”

Now it's: “who’s who and what’s what that gets access to *who and what*.”





**UPCOMING WEBINAR:**

# **Orchestration: Privacy and consent in Web 3.0**

**22 June 2022  
2:30PM CET**

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PLATFORM

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Decentralized

YOUR DIGITAL  
WALLET

**IndyKite.me**



Cloud native

OPEN SOURCE  
COMMUNITY

**IndyKite.one**



Open source

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**Thank you!**

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