



Orchestration

Privacy and consent in Web 3.0

- With special guest David Mahdi

Agenda

- Introduction
- It's 2022 and there is more of you online than ever
- Web 3.0: Digital Identity is a juicy target
- Moving to Identity first security ... it's about orchestration
- So what? Opportunities
- So what? Use cases
- Q / A and close

It's 2022 and there is more of you online than ever

- We leave breadcrumbs everywhere
- Increasing awareness and concern over how consumer data is used/exploited
- No one is benefiting.. except..
- Legal disciplines: (due to) a lack of good tooling, global inconsistencies, complex legal frameworks...



Web 3.0: Digital Identity is now the main attack vector

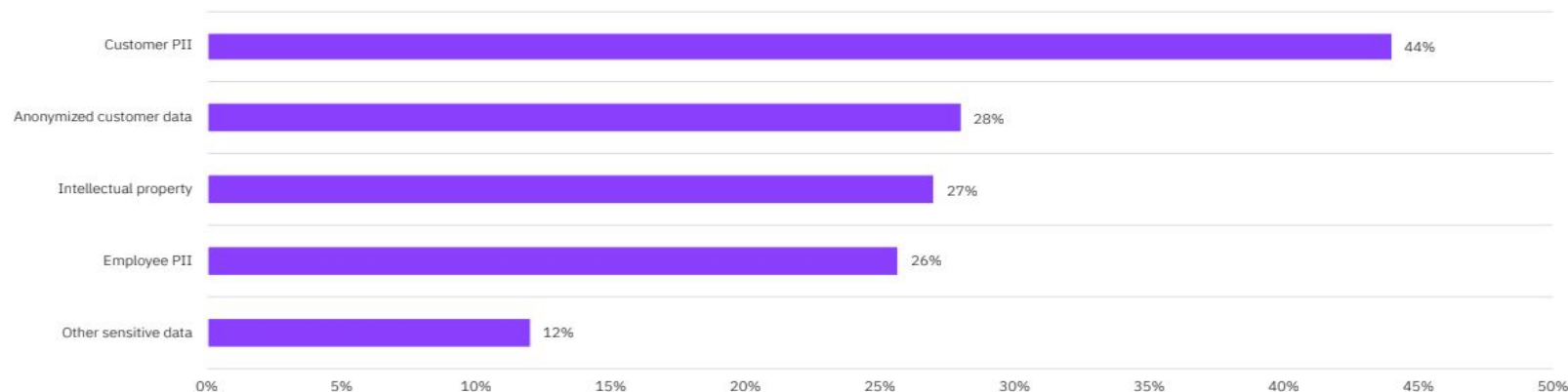
- Identity fraud increased by 45% during the pandemic¹
- Make no mistake - you are the target. But would you know if your data was exploited?
- Getting back in control of your identity online is mission critical for enabling Web3.0
- Identity and data is the pot of gold.



Identity Data is Super Valuable – To Attackers.....

Types of records compromised

Percentage of breaches involving data in each category

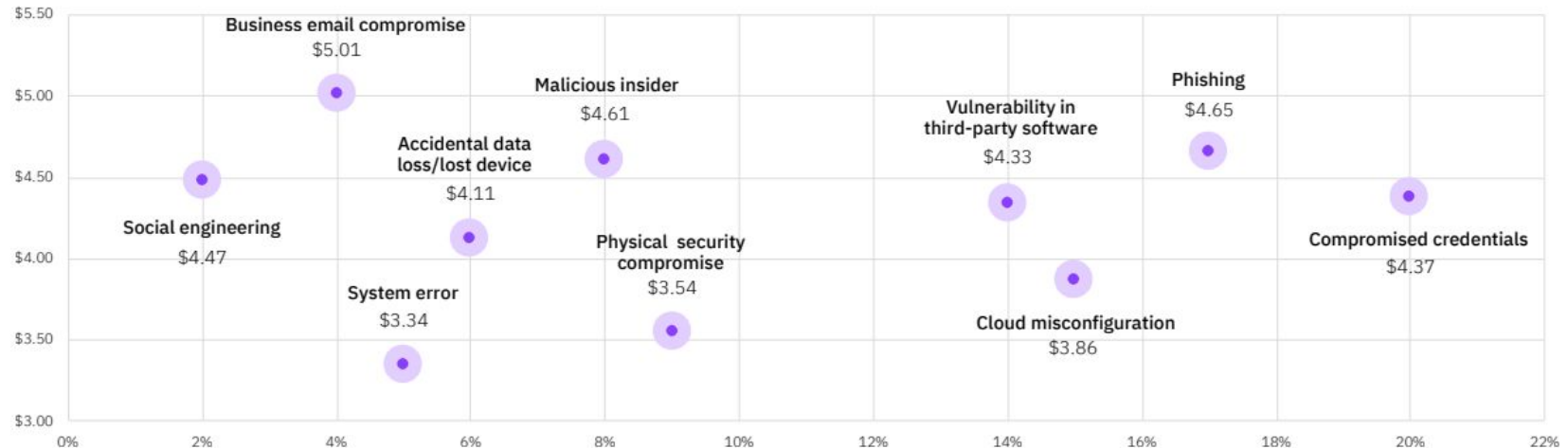


Source: IBM "Cost of a Data Breach Report 2021"

Identity Data is Super Valuable – To Attackers.....

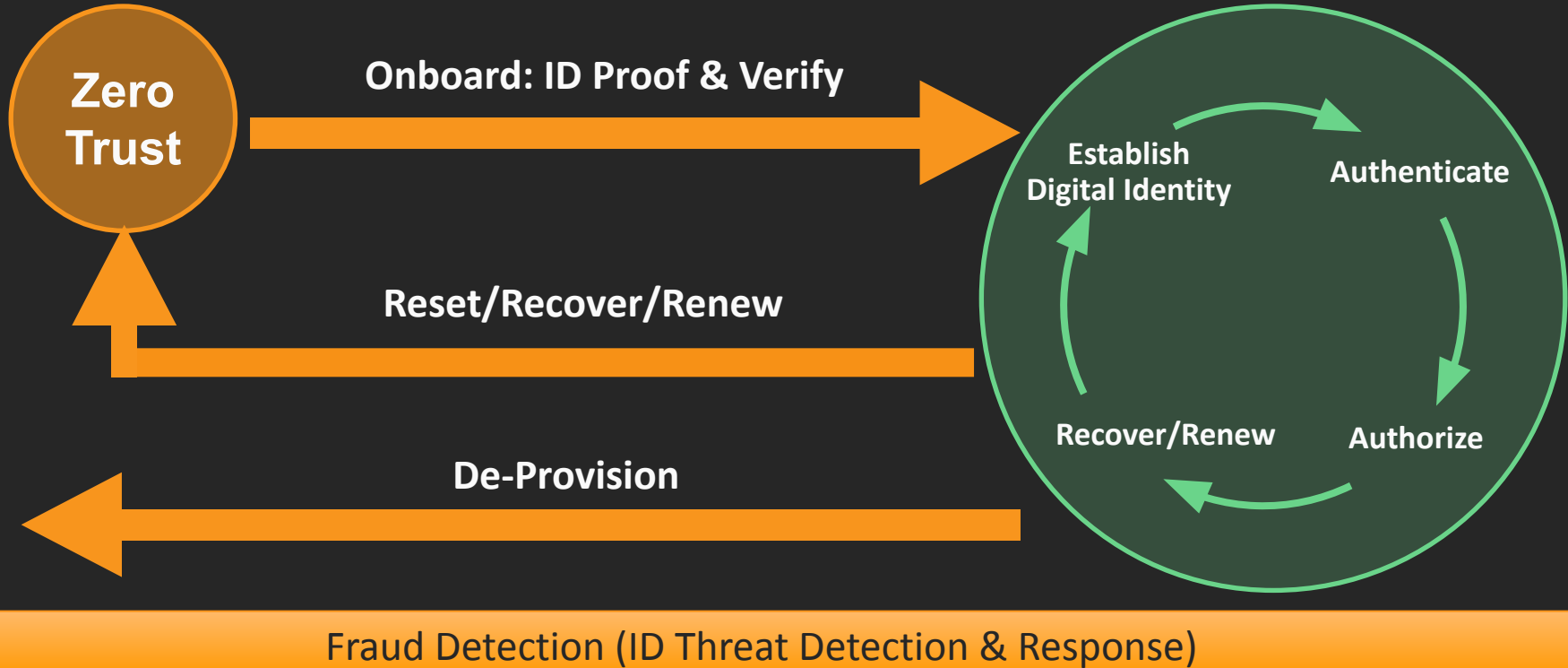
Average total cost and frequency of data breaches by initial attack vector

Measured in US\$ millions

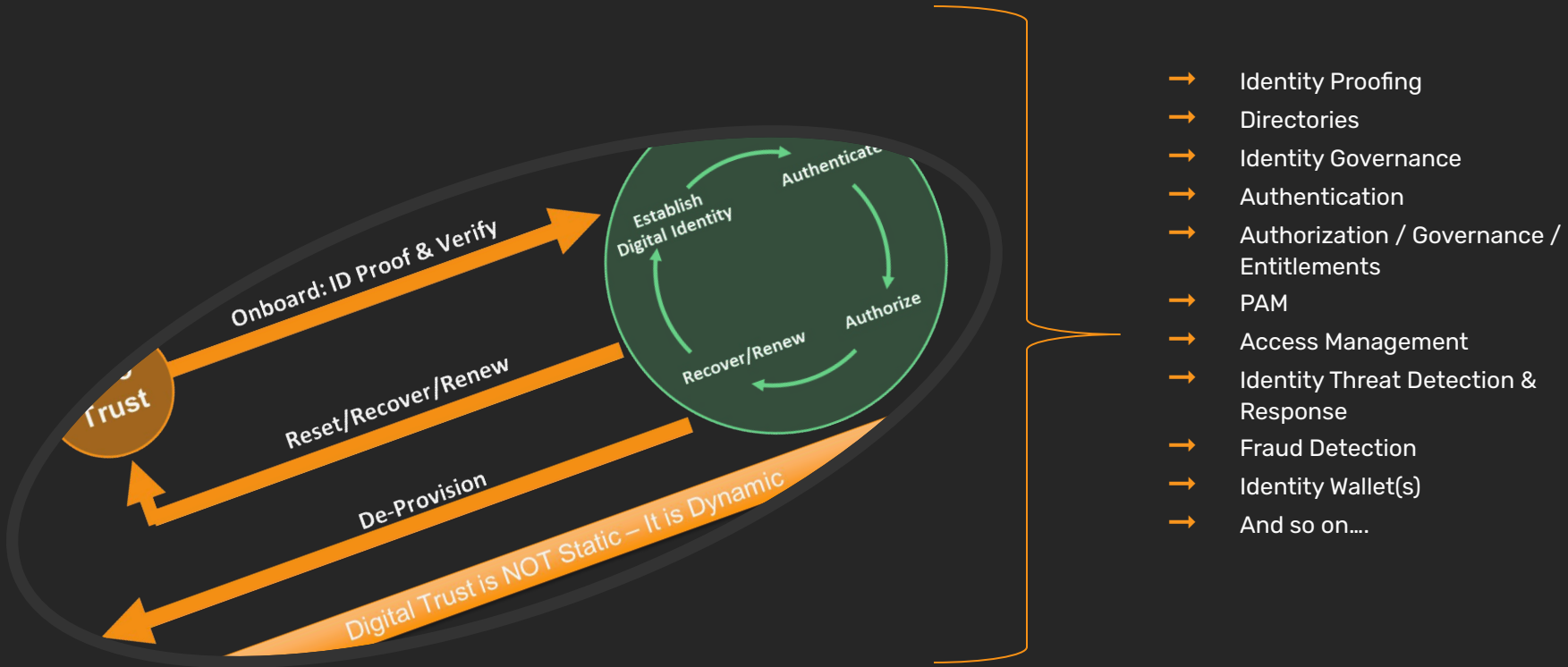


Source: IBM "Cost of a Data Breach Report 2021"

Identity Life-Cycle - Journey-Time Orchestration



Identity Life-Cycle – Mapping to Products – Creates Silos



A Perfect Storm



What Should you Do?



Web 3.0: Moving to Identity first security ... it's about orchestration



- Self-service, ease of use, simplicity key
- No, we probably don't need your life story
- What, then, do we need to know ?

Start with Identity-First Security

Top Security and Risk Trends for 2021

01
Cybersecurity mesh



02
Cyber-savvy boards



03
Vendor consolidation



04
Identity-first security



05
Managing machine identities becoming a critical security capability



06
“Remote work” now just “work”



07
Breach and attack simulation



08
Privacy-enhancing computation techniques



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INDY KITE

Digital Identity & Trust Architecture

Digital Business

Digital Trust

Digital Identities:

Humans | Apps | Cloud | Devices | Machines

Data:

Structured | Unstructured | Semi-Structured

Identity-First Security

IndyKite New Opportunities



New customer
channels



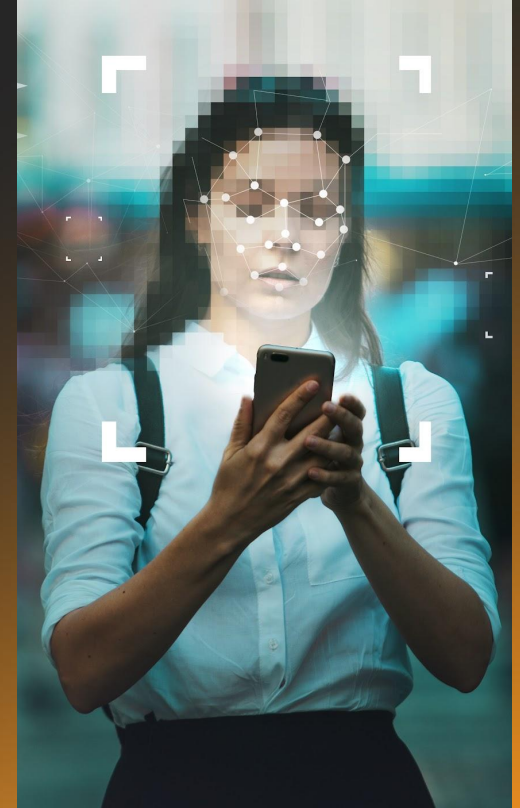
New markets



Loyalty &
Retention



Conversion &
checkout



IndyKite: New use cases



Banking &
Finance



Healthcare



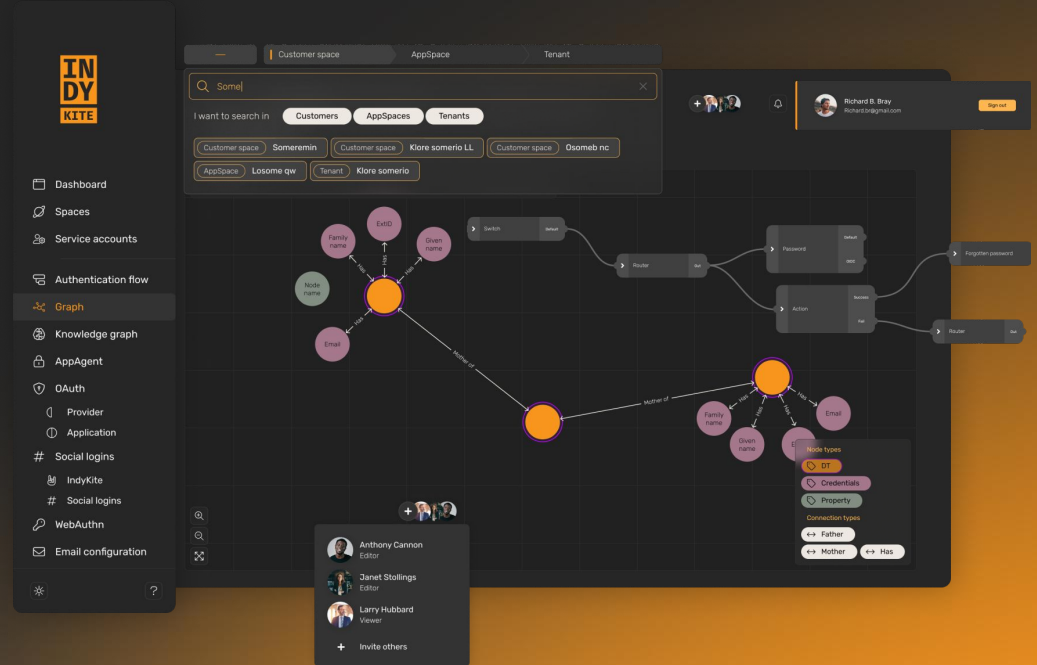
Retail



E-commerce



Education



Identity data is super valuable

INSIGHTS

Recommendation

Discovery

Personalization

**IN
DY**
KITE

ACTIONS

Consent

Verification

Biometric
authentication

DECISIONS

Dynamic
authorization

Threat detection

Risk



Identity Data is actionable

With IndyKite:

- Support your customers! Give them control over data sharing and empower newfound loyalty
- Connect verified information and attributes to verified humans, entity, 'things'
- Model all relationships dynamically on a vivid graph data model
- Drive new business value through secure, trusted, private customer experiences (in heavily regulated markets)

UPCOMING WEBINAR:

Knowledge Based Access Control (KBAC)

August 2022



Register @ [Linkedin/company/indykite](https://www.linkedin.com/company/indykite)

Thank you!