

# Avoco Bonded Identity

## A New Wave in Building Assured Relationships Online

How to build relationships with your customers that are secure, trusted, and add real value

[www.avocoidentity.com](http://www.avocoidentity.com)

### Creating the bond

Internet transactions are held back by a lack of trust. Avoco have taken digital identity to the next level, creating a 'Bonded Identity'

1

3

2

### Assurance to know your customer

If you know your customer and they know you, you can perform trusted online transactions

### Building continued relationships and value

A Bonded identity makes your business and your customer smarter. It creates a bond upon which you can communicate, securely, with knowledge, and consent

## WHAT IS THE AVOCO BONDED IDENTITY?

“My word is my bond”

A Bonded Identity is the modern equivalent of *my bond is my word*.

“My word is my bond” was a phrase that came out of the stock exchange, back in the day when a proof of a transaction was needed without any actual documentary evidence.

Those days are long gone and evidence to perform a variety of transactions, both off and online are needed. In the offline world, this has been fairly straight forward. If you wanted to take out a mortgage, you provided 3 months’ worth of salary statements. If you wanted to lodge a tax claim, you or your accountant would fill in a tax claim form and post it out to the tax office. Things might have taken a bit of time to do, but they were at least doable.

Enter the distributed, online world of multi-device, web services, Internet of Things, and ecommerce. Being able to offer proof and evidence to perform those same transactions, online rather than off suddenly became much more difficult.

A Bonded Identity can be used across any online service that requires proven data about an individual.

This is where ‘Bonded Identity’ comes in. A Bonded Identity is the modern equivalent of *my bond is my word*. Bonded identities’ are online identities, created by ensuring that the person who registers for and owns that identity, ‘is who they say they are’, and all of the identity data that makes up their online identity is checked against trusted third party data.

A Bonded Identity can be used across any online service that requires proven data about an individual. It can be used with Internet of Things devices to control their access and use. It can even be used with existing systems, like bank accounts, to give even more weight to the account.

# Consumer VS. Service

## Bonded ID: Benefits

### Consumer

### Service



## OTHER FEATURES INCLUDE:

- Spectrum of assurance levels so you can set different access rights based on verified identity data
- Perform transactions that the customer has consented to, both with or without the customer being present
- High level web security
- Risk based authentication to improve usability but keep security
- Optional data store for customers to utilize with upsell options
- Flexible UI that is easy to configure to your brand and needs
- Intelligent integration with many verification services for identity checking

## WHERE CAN I USE IT

The Avoco Bonded Identity has been designed to deliver assured identity services across any web service that can handle common standards like SAML 2.0 and OpenID Connect. Those services can use it as a hosted identity service (IDaaS), hosted in-house, or integrated as an API.

The Avoco Bonded Identity allows your customers to:

- Self-service register
- Have various identity checks made during (or even after) registration – to your requirements
- Use a variety of single or multiple-factor authentication methods when signing in using the Bonded Identity
- Access your services based on the identity data and its verification status. For example, you might want to allow a customer who proven to be over 18 to see more sections of a shop than a customer who cannot prove they are over this age
- Give your customer a personal place to store information, keep track of services they use, setup a professional profile they can share with recruitment agencies, control IoT devices and even let you know what they like about your products so you can send them special offers and communicate directly with them

***The Avoco Bonded Identity is the passport to a secure and easy online life***