

Based in the UK, Avoco Identity builds and implements cloud-based identity assurance platforms for public and private sector organisations around the world, enabling them to provide their stakeholders with verified user-centric identities that can be used to access online services. Avoco's state-of-the-art solutions drive down the cost of providing identity and verification services and enable organisations to build strong customer and citizen relationships. Its products are inbuilt to national online government services, where they combine ease of use with strong identification, security and privacy.

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## Identity Verification

# Using online digital identity to empower government, business and consumer cloud services

## The importance of verifying an identity



The Avoco iSAML identity platform is a mature and fully tested system which provides extended identity capabilities for governments, business and consumer cloud services. It is a fully compliant SAML 2.0 identity-provisioning platform.

One of the most important features of the Avoco iSAML identity platform is the ability to use both online and offline methods to verify a person.

Verification is a vital tool in confirming a true identity.

Without verifying that an individual is who they say they are, an identity can only ever be given a low level of assurance.

- Verified identities issued using both online or offline verification services to allocate level of assurance
- Alternative offline verification services offered including verification code by post
- Prevents fraud
- Extensively tested over 10,000 hours
- Plug-in architecture allows any verification service to be integrated

Verification can take place both online, for example using data from a credit file agency, bank or telco; or offline using a document verification service, for example the UK Post Office or age verification specialists. Other verification methods can also be used, for example a letter with a verification code can be issued to a given verified address.

### Online Verification

Online verification makes the registration process simple, fast and effective.

Registrants go through the process to register for an online identity, and as part of the process their identity is confirmed against a wide range of data sets.

Levels of assurance can be set against the identity; this would be confirmed by pre-set user-specific questions and answers.

### Offline Verification

For users who struggle to get verified online, perhaps they are under 18, or do not have a credit record, various services exist to verify users offline. For example, Avoco have built a bridge between iSAML and the UK Post Office offline document verification service to check a user's identity before issuing an online identity. Other offline verification methods are offered for users with little or no credit history, for example a letter with a verification code can be sent out to a verified address.

